

INVESTIGATING THE ROLE OF ENTREPRENEURIAL LITERACY AND DIGITAL ECONOMY LITERACY ON THE SUCCESS OF MSMES IN THE CULINARY SECTOR: WHY DOES ENTREPRENEURIAL MOTIVATION MATTER?

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ABSTRACT

The aim of this research is to gain knowledge and understanding regarding the influence of Entrepreneurial Literacy and Digital Economic Literacy on the Success of MSMEs in the Culinary Sector in Makassar City with Entrepreneurial Motivation as a Moderator Variable. The method used is quantitative research techniques with descriptive research type. The sample in the research was 100 Culinary MSME Business Actors. Data analysis uses the Partial Least Square Structural Equation Model (PLS- SEM). The research results obtained are, 1. Entrepreneurial literacy and digital economic literacy have an influence on entrepreneurial motivation; 2. Entrepreneurial literacy and digital economic literacy have a significant effect on business success; 3. Entrepreneurial motivation has a significant influence on business success; 4. Entrepreneurial motivation is able to mediate the relationship between entrepreneurial literacy and business success; 5. Entrepreneurial motivation is able to mediate the relationship between entrepreneurial literacy and business success.

Keywords: Entrepreneurial Literacy, Digital Economic Literacy, Business Success and Entrepreneurial Motivation.

INTRODUCTION

Micro, small, and medium enterprises (MSMEs) play an important role in the national economic development process and are an integral part of the Indonesian regional and state economic systems. At the local and national level, MSMEs currently make a significant and substantial contribution to economic progress (Nabbal et al., 2023). However, a number of challenges faced by MSMEs are still unresolved, which often results in delays in achieving their success. These challenges include issues of ownership, funding, marketing, and human resource capabilities, among other issues that make it difficult for MSMEs to compete. According to previous research (Iskandar & Putra, 2023) one of the problems often faced by MSME players is the need to increase their competitiveness. According to

researchers (Burchi et al., 2021), issues of ownership, marketing, finance and quality of human resources are several other problems that must be faced by MSME players to increase the success of culinary businesses. To overcome these problems, managing MSMEs requires awareness of entrepreneurial literacy. Therefore, to increase the success of culinary businesses, strategic initiatives related to entrepreneurial literacy are needed. Increasing progress in company management and marketing is one strategy to help MSME players gain a better understanding of the digital economy (Li & Qian, 2020).

Researchers have conducted a lot of research on the role of digital economic literacy and entrepreneurial literacy in the development of culinary businesses. who found that entrepreneurial motivation can have a beneficial and substantial impact on business performance through digital economic literacy and entrepreneurial literacy while the success of a business depends on entrepreneurial motivation. To ascertain how much competence culinary business actors have in improving the performance of culinary companies. By using entrepreneurial motivation as a moderator variable in this research, we can find that digital economic literacy and entrepreneurial literacy have an indirect impact on the success of culinary businesses.

The problem of entrepreneurial literacy among MSME actors was raised in the previous discussion regarding the lack of literacy among business actors. This is in line with the findings of researchers Suratno et al., (2021), who found that MSME actors will be significantly affected by a lack of awareness of their own entrepreneurship. Therefore, to overcome these problems, it is highly recommended that MSME players expand their knowledge about entrepreneurship related to MSMEs before launching a business. This includes planning the business to be run, overseeing operations, and creating success-oriented strategies. Therefore, having an understanding of entrepreneurship is very important to prepare yourself to launch a company. Research shows that having strong entrepreneurial abilities can facilitate success in micro, small, and medium enterprises. A number of studies support this claim by showing how entrepreneurial literacy enables entrepreneurs to develop new company plans and produce competitive concepts or goods (Alkusani & Ilmafa'ati, 2021).

In the increasingly developing digital era. In a company, knowledge of digital economic literacy is needed. However, there are still several problems, one of which is the inappropriate use of technology. Researchers Firmansyah & Susetyo, (2022) also stated this, revealing that they do not understand how social media can drive business growth. In line with Erlanitasari et al., (2019) poor digitalization, limited access to technology, and ignorance of company sustainability measures are additional problems in adopting digital marketing. Researchers Jiao & Sun, (2021) state that successful businesses must understand technological advances and use media and communication strategies that are appropriate to their market share or segment to overcome these problems. Business actors can work together in digital-based promotional media to help their businesses succeed, as stated by Khalid et al., (2019) Thus, it can be concluded that one element that contributes to increasing business success is digital economic literacy.

In order to achieve business success, they must understand the concepts of digital economic literacy and entrepreneurial literacy (Jardim, 2021). A number of factors must be considered when starting a business in order for the business to be

successful, including the requirement that business actors have the knowledge, unique qualities, and abilities needed in the entrepreneurial sector (Yaghoubi Farani et al., 2017). This can help business actors solve problems, develop new skills, and improve company performance so they can produce quality goods and then market them to earn more income. The ability to think creatively and innovatively to create new and different ideas with the aim of meeting customer demands and expectations influences an entrepreneur's potential for success. For business people, achieving success in business is a difficult task, especially for small and medium enterprises (Long et al., 2018).

Previous researchers Kulathunga et al., (2020) found that entrepreneurial motivation has an impact on company performance in addition to entrepreneurial literacy and digital economic literacy in terms of culinary business development. The statement that the success of a culinary business can influence entrepreneurial motivation is supported by Yaghoubi Farani et al., (2017). This is because, usually, those who run culinary businesses have knowledge, skills, and personal attributes that are very important for the success of their business. According to the findings of researchers (Murnieks et al., 2020), entrepreneurial motivation plays an important role in entrepreneurial ventures because entrepreneurial skills are an important determinant of company success. Meanwhile, risk-taking, innovation, opportunity orientation, resource optimization, intensive customer service, and value creation are some of the characteristics of entrepreneurial motivation related to the success of culinary businesses, according to Heriberta et al., (2024).

Researchers have conducted a lot of research on the role of digital economic literacy and entrepreneurial literacy in the development of culinary businesses. who found that entrepreneurial motivation can have a beneficial and substantial impact on business performance through digital economic literacy and entrepreneurial literacy. while the success of a business depends on entrepreneurial motivation. To ascertain how much competence culinary business actors have in improving the performance of culinary companies. By using entrepreneurial motivation as a moderator variable in this research, we can find that digital economic literacy and entrepreneurial literacy have an indirect impact on the success of culinary businesses.

RESEARCH METHODS

This research applies a quantitative approach. All variables in the study were measured using a Likert scale, which consists of five answer options ranging from "strongly disagree" (1) to "strongly agree" (5). All statements used in this research are detailed in the form of a questionnaire that was prepared by previous researchers. The first part of the questionnaire briefly explains the reasons for the research, instructions for filling out the questionnaire, and questions regarding the characteristics of the respondents, which include the respondent's name, age, gender, and length of time running the business. The second part contains statements about the research variables. The entrepreneurial literacy variable is measured by three indicators, namely: (1) attitudes and skills in entrepreneurship; (2) working together to find business opportunities; and (3) being able to produce creative ideas (Yaghoubi Farani et al., 2017). The digital economic literacy variable is measured by four indicators, namely: (1) the ability to utilize collaboration between technology and the economy; (2) the ability to face competition in the

modern world; and (3) the ability to produce creative ideas (Sutomo & Mukhlis, 2023). The success variable for MSMEs is measured by three indicators, namely: (1) production volume; (2) profit income; and (3) ability to lead. The entrepreneurial motivation variable is measured by four indicators, namely: (1) having courage in entrepreneurship; (2) being able to see opportunities in entrepreneurship; (3) having skills in entrepreneurship; and (4) having a future business strategy (Umar et al., 2018). The entrepreneurial motivation variable is measured by four indicators, namely: (1) courage; (2) seeing opportunities; (3) work skills and attitudes; and (4) future business strategy (Xuan Luan & Thanh Tung, 2019). The sample selection in this study had 2 conditions, namely (1) Culinary business that has been running for 1 year; (2) Culinary business actors in the city of Makassar

RESULTS AND DISCUSSION

This research applies a quantitative approach. All variables in the study were measured using a Likert scale, which consists of five answer options ranging from "strongly disagree" (1) to "strongly agree" (5). All statements used in this research are detailed in the form of a questionnaire that was prepared by previous researchers. The first part of the questionnaire briefly explains the reasons for the research, instructions for filling out the questionnaire, and questions regarding the characteristics of the respondents, which include the respondent's name, age, gender, and length of time running the business. The second part contains statements about the research variables. The entrepreneurial literacy variable is measured by three indicators, namely: (1) attitudes and skills in entrepreneurship; (2) working together to find business opportunities; and (3) being able to produce creative ideas (Deaprida, 2021). The digital economic literacy variable is measured by four indicators, namely: (1) the ability to utilize collaboration between technology and the economy; (2) the ability to face competition in the modern world; and (3) the ability to produce creative ideas (Erken et al., 2018a). The success variable for MSMEs is measured by three indicators, namely: (1) production volume; (2) profit income; and (3) ability to lead. The entrepreneurial motivation variable is measured by four indicators, namely: (1) having courage in entrepreneurship; (2) being able to see opportunities in entrepreneurship; (3) acquiring skills in entrepreneurship; and (4) having a future business strategy (Wuisan & Handra, 2023). The entrepreneurial motivation variable is measured by four indicators, namely: (1) courage; (2) seeing opportunities; (3) work skills and attitudes; and (4) future business strategy (Xuan Luan & Thanh Tung, 2019).

Table 1. Demographic Profiles

Description	Values	Frequency	Percent	Comments
Gender	Women	550	78,5%	The number of respondents in MSMEs is dominated by female respondents.
	Man	150	21,5%	
Age	21-30	120	17,2%	The number of respondents who are is dominated by respondents aged 31–40 years.
	31-40	500	71,4%	
	41-50	80	11,4%	

Origin of Domicile	Ujung Tanah	237	33,7%	The number of respondents who are is dominated by respondents who live in Ujung Tanah District.
	Rappocini	233	33,2%	
	Ujung Pandang	230	32,1%	
How long the business has been established	1-2 Years	425	60,7%	The number of respondents who are is dominated by respondents who have been in business for 1-2 years.
	3-4 Years	125	17,9%	
	5-6 Years	100	14,3%	
	7-8 Years	50	7,1%	
Last education	elementary school	55	7,8%	The number of respondents who are is dominated by respondents with a bachelor's degree.
	Middle School/Equivalent	110	15,7%	
	High School/Equivalent	110	15,7%	
	Bachelor	425	60,8%	

Source: processed by researchers, 2024

Measurement Model

In the initial stage, validity and reliability tests were carried out to ensure the quality of the data in the research model. Table 2 and Figure 1 show the loading factor values >0.7 and AVE >0.5 so that the research model meets the requirements for convergent validity. For discriminant validity based on the cross-loading criteria and Fornell-Larcker criteria in Table 3, the latent variable indicator has a larger construct than the other indicator constructs, and the square root of the AVE is greater than the sum of all construct relationships, indicating sufficient discriminant validity. The reliability test results in Table 2 show Cronbach's alpha > 0.7 , $\rho_c > 0.7$, and $\rho_a > 0.7$ (reliable). Therefore, it can be decided that all latent variables have good reliability.

Structural Model

The structural model analysis in this research was carried out with the help of SmartPLS4. Table 4 shows the R2 and f2 values. R2 shows how the independent variable contributes to the dependent variable. The entrepreneurial literacy and digital economic literacy variables contributed 0.933 (93.3%) to the entrepreneurial motivation variable. Meanwhile, the variables of entrepreneurial literacy and digital economic literacy are 0.936 (93.6%) for the success variable of MSMEs. In this study, the f2 value of the entrepreneurial literacy variable has a moderate influence on business success, entrepreneurial literacy has a small influence on entrepreneurial motivation, and entrepreneurial literacy and digital economic literacy have a large influence on the success of MSMEs. Entrepreneurial literacy and digital economic literacy have a small effect on entrepreneurial motivation, and entrepreneurial motivation has a small effect on the success of MSMEs.

As shown in Table 4, to test the hypotheses H1, H2, H3, H4, H5, H6, and H7 with the variables entrepreneurial literacy and digital economic literacy as independent variables, with the success of MSMEs as the dependent variable and entrepreneurial motivation as the moderator variable, For H1, the test results based

on Table 4 show a positive and significant relationship between entrepreneurial literacy and entrepreneurial motivation ($\beta = 2.247$, $t = 0.025$, $p < 0.05$); thus, H1 is accepted. Table 4 also shows that the relationship between economic literacy and the success of MSMEs is positive and significant ($\beta = 2.290$, $t = 0.022$, $p < 0.05$). Therefore, H2 is accepted. Likewise, the relationship between entrepreneurial literacy and entrepreneurial competence is positive and significant ($\beta = 2.349$, $t = 0.019$, $p < 0.05$), so H3 is accepted. Table 4 shows a positive and significant relationship between entrepreneurial literacy and the success of MSMEs ($\beta = 15.898$, $t = 0.000$, $p < 0.05$); therefore, H4 is accepted. Then Table 4 shows a positive and significant relationship between digital marketing literacy and entrepreneurial competence ($\beta = 4.0553$, $t = 0.000$, $p < 0.05$), so H5 is accepted.

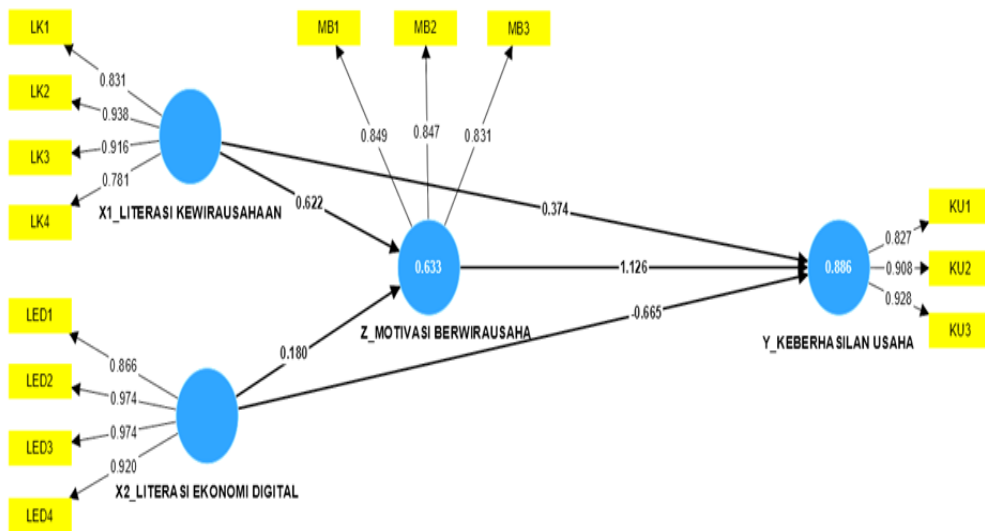


Figure 2. Measurement Model

Table 2. Convergent validity and reliability

Construct	Item	Validitas Konvergen		Reliability		
		Loading Factor	AVE	Cronbach's Alpha	Rho_C	Rho_A
LK	LK1	0,831	0,755	0,890	0,924	0,896
	LK2	0,938				
	LK3	0,916				
	LK4	0,781				
LED	LED1	0,866	0,874	0,951	0,965	0,964
	LED2	0,974				
	LED3	0,974				
	LED4	0,920				
KU	KU1	0,849	0,790	0,866	0,918	0,868
	KU2	0,847				
	KU3	0,831				
MB	MB1	0,87	0,710	0,796	0,880	0,796
	MB2	0,908				
	MB3	0,928				

Table 3. Discriminant Validity

Construct	Item	Cross-Loading				Fornell-Larcker			
		X1	X2	Y	Z	X1	X2	Y	Z

	LK1	0,831	0,831	0.807	0.807	0.869		
LK	LK2	0,938	0,938	0.945	0.945			
	LK3	0,916	0,916	0.826	0.826			
	LK4	0,781	0,781	0.733	0.733			
	LED1	0.831	0.831	0,866	0,866	0.954	0.935	
LED	LED2	0.935	0.935	0,974	0,974			
	LED3	0.930	0.930	0,974	0,974			
	LED4	0.869	0.869	0,920	0,920			
	KU1	0.624	0.624	0.543	0.543	0.634	0.563	0.889
KU	KU2	0.523	0.523	0.465	0.465			
	KU3	0.541	0.541	0.491	0.491			
	MB1	0.543	0.543	0.493	0.493	0.794	0.773	0.909 0.842
MB	MB2	0.591	0.591	0.537	0.537			
	MB3	0.869	0.869	0.920	0.920			

Source: processed by researchers, 2024

Table 4. Structural model

Hypothesis Testing Results	Hypothesis	Std.D	T-Statistics	P Values	Result	Model Parameters	Variabel	value and categories
Direct Effect	X1 -> Y	0.081	2.247	0.025	Supported	R ²	KU	0.936 (Strong)
	X1 -> Z	0.058	2.290	0.022	Supported		MB	0.933 (Strong)
	X2 -> Y	0.125	2.349	0.019	Supported		X1 -> Y	0.219 (Strong)
	X2-> Z	0.053	15.898	0.000	Supported	X1 -> Z	1.093 (Strong)	
Indirect Effect	Z-> Y	0.107	4.553	0.000	Supported	F ²	X3 -> Y	0.287 (Strong)
	X1 -> Z -> Y	0,032	2.033	0,042	Supported		X3 -> Z	1.149 (Strong)
	X2 -> Z-> Y	0,094	4.355	0,000	Supported		Z -> Y	1.044 (Strong)

Additionally, bootstrapping PLS-SEM was applied to test indirect effects or mediation effects. Table 4 shows the results of the indirect effect test. Entrepreneurial motivation is able to mediate the relationship between entrepreneurial literacy and business success ($\beta = 2.033$, $t = 0.042$, $p < 0.05$), so H6 is accepted. And entrepreneurial motivation is also able to mediate the relationship between digital economic literacy and business success ($\beta = 4.355$, $t = 0.000$, $p < 0.05$), so H7 is accepted.

The Influence of Entrepreneurial Literacy on Entrepreneurial Motivation

According to this research, entrepreneurial motivation and entrepreneurial literacy are positively and significantly related to the success of Makassar City culinary businesses. Currently, culinary entrepreneurs in Makassar City understand the importance of having entrepreneurial motivation. Culinary entrepreneurs in Makassar City admit that to become independent, imaginative, and creative people, they absorb information, values, enthusiasm, and entrepreneurial attitudes. Their ability to become highly motivated entrepreneurs is the goal. This step also aims to produce new entrepreneurs who are competent and moral and who will improve collective prosperity. According to research, entrepreneurial literacy significantly influences the entrepreneurial drive of culinary business players (Agyapong & Attram, 2019). When starting a business, entrepreneurs need to have a basic understanding of entrepreneurship. According to research results (Dvorsky et al.,

2021) an entrepreneur must have entrepreneurial literacy so he can manage his business more deeply and expertly. This point of view is in line with (Erken et al., 2018a) which state that entrepreneurial literacy plays an important role as a prerequisite before starting a business. (Ivanović-Đukić et al., 2018) support this statement by stating that entrepreneurial literacy has a positive impact on entrepreneurial motivation.

The Influence of Digital Economic Literacy on Entrepreneurial Motivation

According to this research, digital economic literacy has a positive and significant impact on entrepreneurial motivation. Culinary entrepreneurs in Makassar City who have this literacy can produce innovative ideas for promotional media, which can significantly increase entrepreneurial motivation (Andersson et al., 2012) Business actors need to use technology and economics together carefully when operating a company (Dvouletý, 2017). Business actors can use functional capabilities on digital devices to find and select information, collaborate with other people, and search for it by having an understanding of digital economic literacy. Digital economic literacy is needed to create new concepts in online sales and compete in today's market (Erken et al., 2018b). The desire to be successful in the culinary industry as an entrepreneur is greatly influenced by digital economic literacy. All economic activities have changed to be better, faster, and easier than in the past, thanks to the digital economy. The digital economy can handle the demands of companies, governments, and organizations in addition to meeting individual transaction needs. In line with researchers Deaprida, (2021) that culinary business actors are able to use information and communication technology to utilize and communicate in a business activity. So digital economic literacy influences entrepreneurial motivation. (Erwananda et al., 2021). This is supported by saying that digital marketing can influence entrepreneurial motivation.

The Influence of Entrepreneurial Literacy on the Success of Culinary Businesses

The findings of this research show that entrepreneurial literacy significantly and positively influences the success of culinary businesses in Makassar City. According to a culinary entrepreneur in this city, to be successful in the culinary industry, an entrepreneur must have the ability to plan and run a business, including the ability to create and understand basic business management concepts. Entrepreneurial literacy plays an important role in facilitating understanding of entrepreneurship and shaping the mindset, attitudes, and behavior of entrepreneurs, as demonstrated by public policy initiatives that support the founding and growth of new businesses Abad-Segura & González-Zamar, 2019; Erwananda et al., 2021). In accordance with research Gustomo et al., (2019), entrepreneurial literacy has a significant impact on a business's ability to succeed because it allows an entrepreneur to more easily develop innovative business plans and produce new concepts or goods that can compete in the market. To increase awareness and knowledge about business success in finding and using opportunities and potential for the success of the companies they manage, entrepreneurs specifically need to acquire entrepreneurial literacy (Aslam, 2023). To increase the success of a culinary business, entrepreneurial literacy is needed as an incentive to try your best without

fear of risk. This statement is supported by Moorthy & Sahid, (2022) that entrepreneurial literacy can influence the success of culinary businesses.

The Influence of Digital Economic Literacy on the Success of Culinary Businesses

The findings from this research show that the success of culinary businesses in Makassar City is positively and significantly influenced by digital economic literacy. By utilizing the internet as a sales medium, digital economic literacy allows all culinary industry players in Makassar City to easily increase sales through various platforms, including social media, markets, and other markets. According to academics, digital economic literacy significantly and positively influences the success of culinary businesses (Handayani et al., 2020). Combining digital literacy and economic literacy, digital economic literacy refers to the capacity to recognize and use economic information from various digital sources (Priyantoro et al., 2023). The term "digital economic literacy" was coined because economic literacy is not only offered as a guide but also has important meaning in situations where economic literacy can become digital media content (Sutomo & Mukhlis, 2023). To understand, interpret, draw conclusions, and use information from the digital world, a person must have digital literacy (Rahadhini, 2021). When someone has digital economic literacy, this understanding will enable economic activities to be carried out through the billions of internet connections that exist between individuals, companies, devices, data, and processes. To be successful in business, culinary business owners are required to have a strong understanding of the digital economy. The conclusion from previous research by Aji, (2023) that digital economic literacy has a beneficial impact on the success of culinary companies has been strengthened by this finding. Many experts believe that one of the key elements for successfully achieving business goals is digital economic literacy.

The Influence of Entrepreneurial Motivation on the Success of Culinary Businesses

Research findings show that entrepreneurial motivation significantly and positively influences the prosperity of culinary businesses in the city of Makassar, which implies that culinary industry players in this city are driven to be successful in their businesses. Thus, company performance increases with greater entrepreneurial encouragement in the areas of strategy, technology, and leadership (Astuti et al., 2019). This is in line with Sutomo & Mukhlis, (2023) which state that motivation is external and internal stimulation resulting from knowledge, attitudes, and skills that are related to each other. Knowledge forms attitudes, experience and education form insight, and someone who has a positive attitude can manage their business effectively. A successful business will develop to create jobs and make money for the business owner; therefore, business success plays an important role in the success of a culinary business (Hasan et al., 2020). Various indicators or techniques, such as the goal achievement approach, systems approach, strategic constituent approach, and value approach, can be used to evaluate business performance. Entrepreneurs, businesses, and individuals need entrepreneurial drive

to grow and sustain their companies to be successful in business (Xuan Luan & Thanh Tung, 2019).

The Influence of Entrepreneurial Literacy on Business Success Through Entrepreneurial Motivation

According to research findings, entrepreneurial literacy in Makassar City significantly and positively influences business success through entrepreneurial motivation. According to researchers Asih et al., (2020) individual actions in overcoming obstacles and taking advantage of opportunities contain various risks. In addition, efforts to achieve success for MSMEs through entrepreneurial motivation also contribute to entrepreneurial literacy because they offer a framework for business actors to further develop strategies for increasing production. Researchers make claims about the importance of entrepreneurial literacy in fostering entrepreneurial motivation and increasing business success (Ismail, 2022). Research shows that entrepreneurial literacy significantly influences business success through entrepreneurial motivation (Hamdan et al., 2019). Research findings Umar et al., (2018) which indicate that entrepreneurial motivation contributes to business success through entrepreneurial literacy, also support this.

The Influence of Digital Economic Literacy on the Success of Culinary Businesses through Entrepreneurial Motivation

According to study findings, entrepreneurial motivation has a major and beneficial role in developing culinary businesses in terms of digital economic literacy. As a result, the entrepreneurial spirit can be the driving force behind strong digital economic literacy, enabling culinary entrepreneurs to manage their businesses successfully and reap financial benefits. As a result, the motivation to understand and use economic knowledge from various online sources is influenced by digital economic literacy (Lacatus et al., 2016). For culinary companies to be successful, digital economic literacy is very important. Culinary business actors must be able to make decisions, accept the consequences of these actions, and allocate resources in a society that cannot get everything we want (Rahmawati et al., 2023). Because economic literacy can encourage sensible economic behavior, which is critical to the success of culinary enterprises, economic challenges present important considerations regarding the value of economic literacy for individuals and organizations. According to Susanti et al., (2022) economic literacy includes fundamental economic beliefs and dispositions in individual behavior during their workday. In accordance with the results of a study Ainur Rizqi et al., (2022) which indicates that motivation plays an important role in how well a company uses digital media, To ensure the success of a culinary business, motivation plays an important role in digital business literacy (Makarova et al., 2022). According to Rustantono et al., (2020) the creative economy plays an important role in fostering innovative ideas that utilize science and technology to achieve commercial success. To overcome Indonesia's economic problems, economic activities that prioritize motivation in finding new, original, useful, and commercially viable goods using a

creative economic system are anticipated to be able to achieve company success (Dahmen & Rodríguez, 2014).

CONCLUSION

This can be explained as follows based on research findings: The entrepreneurial motivation of MSME actors in Makassar City is greatly influenced by entrepreneurial literacy. The level of digital economic literacy has a major impact on the entrepreneurial drive of MSMEs in Makassar City. In Makassar City, entrepreneurial literacy has a big impact on the success of MSMEs. Digital economic literacy significantly influences the success of MSMEs in Makassar City. Entrepreneurial motivation significantly influences the success of MSMEs in Makassar City. Entrepreneurial motivation can be a mediator in the influence of entrepreneurial literacy on the success of MSMEs in Makassar City. Entrepreneurial motivation is able to mediate digital economic literacy and the success of MSMEs in the city of Makassar.

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