

Information Literacy and Entrepreneurial Behavior of Culinary Business Actors in Makassar City: Determinants of Small Business Performance

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ABSTRAK

This study aims to analyze the determinants that affect the performance of small businesses in the culinary sector in Makassar City, with a focus on information literacy and entrepreneurial behavior. This study examines information literacy and entrepreneurial behavior both partially and simultaneously on small business performance. This research is a quantitative study with a population of 289 culinary businesses registered at the Makassar City Cooperative and SME Office. Data obtained through the distribution of questionnaires with a Likert scale. The analysis technique used is descriptive statistical analysis and inferential statistical analysis in the form of normality, linearity, hypothesis testing, partial significance test, simultaneous significance test, and coefficient of determination test. The results showed that partially and simultaneously the variables of information literacy and entrepreneurial behavior had a positive and significant effect on small business performance in culinary businesses in Makassar city. The results of the study clearly show that information literacy and entrepreneurial behavior are determinant factors of small business performance of culinary business actors in Makassar city.

Keywords: *information literacy, entrepreneurial behavior, business performance*

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1. INTRODUCTION

In this era of information and globalization, information literacy is a key skill for small businesses, especially in the culinary sector, to improve their performance and competitiveness in the market. Makassar City, as one of the business and culinary centers in Indonesia, presents a variety of opportunities and challenges for culinary businesses. How information literacy affects entrepreneurial behavior and small business performance in this city is an important question that needs to be answered.

Information literacy basically includes the ability to search, evaluate, and use information effectively (Liansari & Nuroh, 2018), while entrepreneurial behavior includes attitudes, knowledge, and skills that support business development and growth (Diandra, 2019). Understanding the factors that influence the performance of small businesses in the culinary sector is crucial in facing increasingly fierce competition. Through this research, it is expected that valuable insights will be found on how improving information literacy and entrepreneurial behavior can have a positive impact on the growth and development of small businesses in Makassar City.

Given the important role of small businesses in the local economy, this research has the potential to make a meaningful contribution to policy-making and small business development strategies in the culinary sector, both at the local and national levels. In addition, the results of this study can also serve as a reference for small business actors, academics, and related parties in

optimizing information literacy and encouraging competitive entrepreneurial behavior in the future.

Basically, performance is defined as the willingness of a person or group of people to carry out an activity and complete it according to their responsibilities with the expected results. Thus, performance is basically determined by three things, namely ability, desire and environment. Therefore, in order to have good performance, a person must have a high desire to do and know his job. Without knowing the factors that influence it, good performance will not be achieved.

Information Literacy is believed to improve the performance of SMEs, which makes business easier because it reaches a wider range of customers in the world. Through the use of information technology, SME entrepreneurs can run their businesses more efficiently and do not require as many assets as old businesses. The principle of information society development is towards the application of knowledge in technology. Human resources in the information society can be known from the level of awareness, understanding, and utilization of information and communication technology called information literacy. The development of information and communication technology is the main determinant of the emergence of the concept of information society. The concept of information society is characterized by the increasing need for information. Information has become a primary need, in addition to basic human needs in everyday life. In the information society, many conveniences are obtained from the use of information technology in all aspects of life, both socio-cultural, educational, and economic.

In addition to Information Literacy, entrepreneurial behavior also plays an important role in improving business performance. Entrepreneurial behavior is the activity of entrepreneurs who look at opportunities (opportunistic), consider the encouragement of values in their business environment (value-driven), are ready to accept risks and are creative. The concept of entrepreneurial behavior in business actors is important, because it will have an impact on business performance. The development of entrepreneurial behavior will foster a positive attitude of entrepreneurship in the form of an attitude ability to control the situation and focus attention on the activities or results to be achieved. This is because business actors who behave entrepreneurially will be more active in taking advantage of opportunities, innovative and risk-taking.

America is the birthplace of the term and concept of information literacy. In 1974 Paul Zurkowski used the term information literacy for the first time in a paper submitted to the U.S. National Commission on Libraries and Information Science (NCLIS). As President of the Information Industry Association, he was responding to the rapid growth of information that could be said to be uncontrollable. According to Zurkowski, a worker needs a special ability to use a variety of information sources in carrying out their duties. People who have this ability are called information literate people (Yusup & Saepudin, 2017).

Wicaksono (2016: 4) defines information literacy as the ability to carry out knowledge management and the ability to learn continuously. The information society views the activities of creating, disseminating, and utilizing knowledge as an important and integrated part of economic, political, social, and cultural activities. Meanwhile, according to Sani (2019) information literacy is the ability to realize information needs and when information is needed, identify and locate the information needed, critically evaluate information, organize and integrate information into existing knowledge, utilize and communicate it effectively, legally, and ethically.

Based on the explanation above about information literacy, it can be concluded that information literacy is the openness of insight that a person needs in solving a problem so that he can make decisions accurately, quickly and accurately. The individual can know when information is needed and has the ability to search, evaluate, use and communicate information that he has obtained from various sources effectively, which he can use to support lifelong learning and use in accordance with applicable ethics.

A person's entrepreneurial behavior is the result of a work that relies on concepts and theories not because of one's personality traits or based on intuition. So according to this theory

entrepreneurship can be learned and mastered systematically and planned (Adjeng 2017: 712-713; Isma et al. 2022). This opinion is emphasized by Nurfitriana et al. (2016) which states that there are six characteristics of successful entrepreneurs, namely self-confidence, task and results oriented, courage to take risks, leadership, originality and future orientation. Entrepreneurial behavior is a type of personality that determines what field of business will bring success in business. Factors that influence entrepreneurial behavior include entrepreneurial knowledge, achievement motives and personal independence (Saida, 2015: 55; Isma et al., 2020).

After knowing the meaning of behavior and entrepreneurship, it can be defined the definition of entrepreneurial behavior, namely, the activities or activities of an entrepreneur which are fostered by several main characteristics, namely self-confidence, task and results oriented, risk-taking, leadership, originality, and future orientation. As stated earlier about the character of entrepreneurship, it can be concluded that the characteristics that must be possessed by an entrepreneur are being able to see far ahead, taking risks, being positive, trying hard, being confident, having their own ideas or opinions, being task and result oriented, being resilient and creative and innovative.

Performance is an important thing to regulate the success of an organization in achieving its goals. According to Sudarsono (2017: 179), performance is the quality and quantity of work achieved by an employee in carrying out his duties in accordance with the responsibilities given to him. Another definition is conveyed by Ningsih & Atmadja (2017: 435) that company performance is a display of the overall condition of the company during a certain period of time, which is the result or achievement that is influenced by the company's operational activities in utilizing the resources it has. Meanwhile, according to Hadiwijaya (2018: 125) Performance is the result of work that can be achieved by a person or group of people in an organization, according to their respective responsibilities, in order to achieve the objectives of the organization concerned legally, not against the law and in accordance with morals or ethics. Performance is basically what employees do or don't do.

According to Rakib (2010: 987) small business performance is largely determined by the effectiveness of communication, entrepreneurial learning, and entrepreneurial attitudes. Meanwhile, according to Sudiarta et al. (2014) there are two types of factors that affect performance, namely internal and external factors. Thus, business performance is a function of the results of work or activities in the company that are influenced by internal and external factors of the organization in achieving the goals set during a certain period of time. The indicators of small business performance consist of several indicators such as increased revenue, expansion of marketing areas and increased sales volume.

As one of the major cities in Indonesia and a center of commerce and a reference for the economic development of Eastern Indonesia, Makassar City has development challenges that include an increasing population, limited land area, and the diversity of its people in terms of education, economy and social. One of the driving sectors of the Makassar city economy is the Small and Medium Enterprises sector or SMEs, because this sector absorbs the most labor and encourages increased investment. SMEs have many business unit sectors, one of which is the culinary sector. The Makassar City Cooperative and SME Office in 2022 recorded the number of SMEs spread across Makassar City as many as 449 business units, 289 of which were businesses in the culinary sector. With such a large number, it proves that the role of Small and Medium Enterprises in economic growth in Makassar city is very important.

Based on this background, this study tries to examine the factors that influence the performance of small businesses, by selecting the variables of Information Literacy and Entrepreneurial Behavior as factors that are felt to have an influence on small business performance.

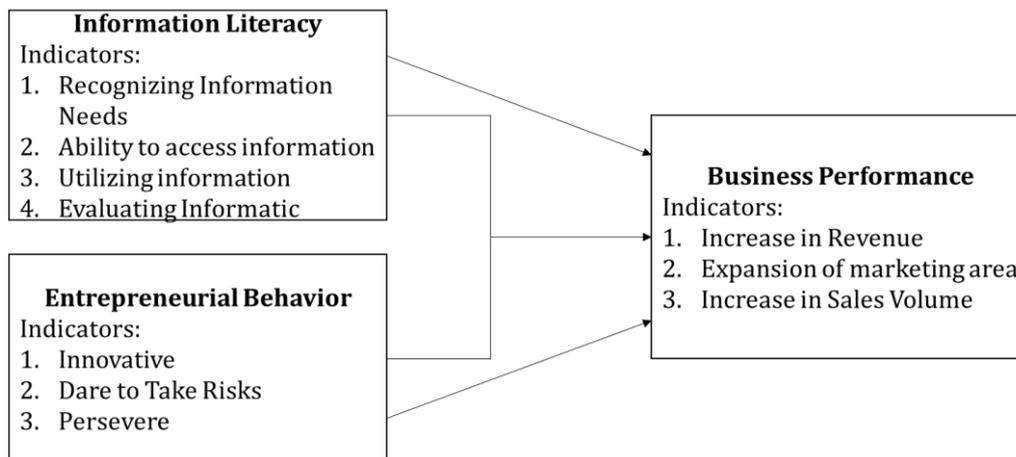


Figure 1: Schematic Framework

Based on the framework and to answer the formulation of the problem, the hypothesis in the study is "information literacy and entrepreneurial behavior partially and simultaneously affect the performance of small businesses in culinary businesses in Makassar City".

2. METHOD

2.1. Research Approach and Type

The approach used in this research is a quantitative descriptive approach, because the data obtained will be realized in the form of numbers and analyzed based on statistics. Quantitative approaches are used to examine certain populations or samples, with sampling techniques carried out randomly. The type of research used is a causal relationship, namely studying the causal relationship, namely the extent to which variations in one variable are the cause and the other variable as a result.

2.2. Population and Sample

The population in this study is all small businesses in the culinary field registered at the Office of Cooperatives and SMEs in the city of Makassar with a total of 289 business units but will not be used all in this study given the lack of time and cost of researchers, therefore sampling techniques are used in accordance with the ability of researchers. While the technique used in sample withdrawal is the Solvin Technique where this technique is a technique for calculating the minimum sample size. Determined by the formula:

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

$$n = \frac{289}{1 + 289 (0,1)^2}$$

$$n = \frac{289}{1 + 289 (0,01)}$$

$$n = 74,2$$

$$n = 74$$

Description:

n: Sample

N: Population

e: 10% Error Rate

So it can be concluded that the sample of this study was 74.2 respondents or rounded up to 74 samples.

2.3. Variabel dan Desain Penelitian

2.3.1. Variabel Penelitian

The variables in this study are:

- a. Independent variables are variables that affect the dependent variable, consisting of:
 - 1) Information Literacy (X1)
 - 2) Entrepreneurial Behavior (X2)
- b. The dependent variable (Dependent variable) is a variable that is influenced by the independent variable, namely Business Performance (Y)

2.3.2. Research Design

This research uses a quantitative approach, because the data is realized in the form of numbers and analyzed based on statistical analysis to show the effect of Information Literacy and Entrepreneurial Behavior on Small Business Performance (Study on Culinary Businesses in Makassar City).

2.3. Operational Definition of Variables and Variable Measurement

2.3.1. Operational Definition of Variables

The operational definitions of each variable are as follows:

- a. Information literacy is the openness of insight into the information needed by culinary business actors in Makassar City to solve problems in their business so that they can make decisions appropriately, quickly and accurately.
- b. Entrepreneurial behavior is the action of a culinary business actor in Makassar City in running his business that reflects the characteristics of entrepreneurship that can be learned and mastered systematically and planned, so that the development of entrepreneurial behavior will foster a positive attitude in entrepreneurship in the form of an attitude ability to control circumstances and focus attention on activities or results to be achieved.
- c. Business Performance is the overall work results achieved and compared to the work results, targets, objectives or criteria that have been determined in advance and have been agreed upon in a business entity with the criteria of assets and turnover specified in the law.

2.3.2. Variable Measurement

Variable measurements in this study were measured using a Likert scale. (Yusuf, 2013: 222) This scale was developed by Resis Likert, which is a series of items. Respondents only give their agreement or disagreement depending on the item. This scale is intended to measure individual attitudes in the same dimension and individuals place themselves towards one continuum of items.

2.4. Data Type and Source

This study uses two types of data, namely: primary data is original data collected directly from the object under study. In this study, the primary data used was the distribution of questionnaires to respondents and researchers also used interviews to collect data. Secondary data is data that contains information from the theories used to support the research conducted. Researchers get secondary data from books, journals, previous research and the internet.

2.5. Data Collection Techniques and Research Instruments

The techniques used in collecting this research data are as follows. The research instrument used is a closed questionnaire that has been equipped with alternative answers so that respondents only need to choose one of the answers that are available. To determine the validity and reliability of the questionnaire, it is necessary to test the questionnaire using the validity test and reliability test.

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions or statements on the questionnaire are able to reveal something that will be measured by the questionnaire. The data obtained from the trial was then tested for validity with the help of SPSS for Windows Realeas.

An instrument is reliable enough to be used as a data collection tool because the instrument is good. A good instrument is a reliable instrument that will produce reliable data. A reliable instrument is that even if it is taken many times the results are the same, so reliability is the extent to which measurement results occur when measurements are made on the same group of subjects.

2.6. Data Analysis Technique

The data analysis techniques used in this research are descriptive statistical analysis techniques and inferential statistical analysis techniques.

2.6.1. Descriptive Statistical Analysis

Descriptive analysis technique is a type of data analysis intended to reveal or describe the state or characteristics of each research variable. For the purpose of presenting and managing the research data, the researchers used percentage analysis of the data distribution. The percentage results of each answer for each statement item obtained from the questionnaire used the following formula:

$$P = \frac{F}{N} \times 100\%$$

Description:

P = Percentage

F = Frequency of Respondent's Answer

N = Number of Respondents

For data analysis, computer software was used with the SPSS 21 for windows program.

2.6.2. Prerequisite Test

Normality Test

The normality test is carried out to determine whether the sample used is normally distributed or not. A good regression model is one that has a normal or near normal distribution. If the sample is not normally distributed, then conclusions based on the theory do not apply. Therefore, before further tests are used and conclusions are drawn based on the theory where the normality assumption is used, it is first investigated whether the assumption is met or not.

Linearity Test

The purpose of the linearity test is to see whether the model specifications used are correct or not. It is said to be linear if the increase in the score of the independent variable is followed by an increase in the score of the dependent variable. This linearity test was carried out using regression with a significance level of 5%. The criteria used if the significant value of deviation from linearity is greater than the significance level of 0.05 means that the relationship between the independent variable and the dependent variable is linear. Meanwhile, if the significant value of deviation from linearity is smaller than the significance level of 0.05, it means that the relationship between the independent variable and the dependent variable is not linear.

2.6.3. Hypothesis Test

Multiple Linearized Regression Analysis

Sugiyono (2016) The regression equation can be formulated as follows:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + e$$

Description:

Y = Small Business Performance

a = Constant (Intercept)

X1 = Information Literacy

X2 = Entrepreneurial Behavior

b1- b2 = Regression Coefficient

e = *error term*

Partial Significance Test

This test aims to determine whether the independent variable partially has a significant effect on the dependent variable.

Formulating Statistical Hypotheses

H0 : X1, X2 = 0, meaning that there is no significant effect of the independent variable partially on the dependent variable.

Ha: X1, X2 ≠ 0, meaning that there is a significant effect of the independent variable partially on the dependent variable.

Test Criteria used

H0 is accepted if T-count < T-table ($\alpha/2$, N-k-1), sig ≥ 5%.

Ha is accepted if T-count > T-table ($\alpha/2$, N-k-1), sig ≥ 5%.

Simultaneous Significance Test

This test aims to determine whether the independent variables simultaneously have a significant effect on the dependent variable.

Formulating Statistical Hypotheses

H0 : X1 and X2 = 0, meaning that there is no significant effect of the independent variables simultaneously on the dependent variable.

Ha: X1 and X2 ≠ 0, meaning that there is a significant effect of the independent variables simultaneously on the dependent variable.

Test Criteria used

H0 diterima apabila F-hitung < F-tabel (k, N-k), sig ≥ 5%.

Ha is accepted if F-count > F-table (k, N-k), sig ≥ 5%.

2.6.4. Test Coefficient of Determination (R2)

The coefficient of determination essentially measures how far the model's ability to explain variable variations. This coefficient of determination is used because it can explain the goodness of the regression model in the dependent variable. The higher the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. The coefficient of determination is between zero and one. A small R2 value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable.

3. RESULTS AND DISCUSSION

3.1. Research Results

In this case the author presents the findings related to the problem formulation in this thesis. The following is a presentation of research results based on observations and data processing of structured interviews that have been conducted.

3.1.1. Inferential Statistical Analysis

Normality Test

The normality test is carried out to determine whether or not the influence between the independent variable and the dependent variable is normal. Testing the normality of the data using the 1-Sample Kolmogorov-Smirnov Test normality test of the SPSS for windows computer program version 21. A data is said to be normally distributed at a significant level of 5% if the Asymp. Sig value is greater than 0.05. Based on calculations with SPSS 21 for windows, the One-Sample Kolmogorov-Smirnov Test test results produced an asymptotic significance of $0.387 \geq 0.05$. Based on these results, it can be concluded that the regression model has met the assumption of normality.

Linearity test

Linearity test aims to see whether the model specifications used are correct or not. A data is said to be linear if the significant value of deviation from linearity is greater than the significance level of 0.05. Based on calculations with SPSS 21 for windows, it shows that the significant deviation from linearity is 0.663 where the rule used for deviation from linearity is $p > 0.05$. Furthermore, the significant linearity is 0.004, where the rule used is $p < 0.05$. Based on this explanation, it can be concluded that Information Literacy and Business Performance are linear, so it can be interpreted that the relationship between Information Literacy (X1) and Business Performance (Y) has a positive direction.

3.1.2. Hypothesis Test

Multiple Linear Regression Analysis

Hypothesis testing in this study used multiple regression analysis techniques using the help of SPSS 21. This multiple regression test was carried out to answer the research hypothesis that had been proposed. The hypothesis is a temporary answer based on the problems that have been formulated by the theories that have been given. Therefore, the hypothesis must be tested empirically.

The beta coefficient value on Information Literacy is 0.294, it can be seen in the table that the information literacy variable (X1) has a positive effect on business performance (Y) with a coefficient value of 0.294. The number indicates the amount of additional business performance for each additional information literacy. The beta coefficient value on Entrepreneurial Behavior is 0.365, it can be seen in the table that the entrepreneurial behavior variable (X2) has a positive effect on business performance (Y) with a coefficient value of 0.365. The number indicates the amount of additional business performance for each addition of entrepreneurial behavior.

The regression equation shows that the variables of Information Literacy and Entrepreneurial Behavior can jointly predict Small Business Performance in Culinary Businesses in Makassar City.

Partial Significance Test

Partial Significant Test basically shows whether the independent variables used have a partial influence on the dependent variable.

The Information Literacy variable (X1) with a regression coefficient of 0.294 shows T-count (2.064) > T-table (1.99394) while the significant value of information literacy is 0.043 smaller than the significant level of 0.05 so that H_0 is rejected and H_a is accepted. Thus, the

Information Literacy variable partially affects the performance of small businesses in culinary businesses in Makassar City.

The Entrepreneurial Behavior variable (X2) with a regression coefficient of 0.365 shows T-count (2.429) > T-table (1.99394) while the significant value of entrepreneurial behavior is 0.018 smaller than the significant level of 0.05 so that H0 is rejected and Ha is accepted. Thus, the entrepreneurial behavior variable partially affects the performance of small businesses in culinary businesses in Makassar City.

Simultaneous Significance Test

Simultaneous Significant Test basically shows whether all the independent variables used have a joint influence on the dependent variable.

This value depends on the degree of freedom (df) and the level of significance used. By using a significant level of 5% and the value of $df_1 = k - 1 = 3 - 1 = 2$ and $df_2 = n - k = 71$, the F-table value of 3.13 is obtained. If these two values are compared, the F-count value of 7.838 is greater than the F-table value of 3.13. While the significant value of 0.001 is smaller than 0.05 so that H0 is rejected and Ha is accepted. Thus it can be concluded that simultaneously the independent variables (information literacy and entrepreneurial behavior) have a significant influence on the dependent variable (business performance).

3.1.3. Coefficient of Determination

The correlation value (R) of the information literacy variable (X1) and entrepreneurial behavior (X2) of 0.425 indicates that there is a relationship between information literacy and entrepreneurial behavior together on business performance of 0.425 or 42.5 percent. While the coefficient of determination (R square) of 0.181 means that the effect of information literacy variables and entrepreneurial behavior together on business performance is 0.181 or 18 percent and the remaining 82 percent is influenced by other factors.

3.1. Discussion

Based on the results of data analysis, the next section will include a discussion that focuses on the results of hypothesis testing which will provide answers to the problem formulation in this study.

3.2.1. The Effect of Information Literacy on Business Performance

The results of the analysis show that there is a positive and significant effect of information literacy on business performance. The positive effect shown by information literacy identifies that the higher the information literacy of an entrepreneur, the higher the business performance.

The results of descriptive analysis of information literacy variables show that entrepreneurs agree that the ability to utilize, search for and access accurate information and carried out with the right search method is important to improve business performance. Through information, an entrepreneur is able to know the wishes of consumers, in the long run, this kind of bond allows the entrepreneur to thoroughly understand consumer expectations. Thus, entrepreneurs can increase customer satisfaction by providing good quality service so that consumers become loyal and increase the number of visits.

The results of filling out questionnaires from all statements on the Information Literacy variable that received the highest score were statements about "Using information to find out what consumers want" in the "Very High" category. This shows that entrepreneurs are able to utilize information well.

The test results show that the results of this study are in accordance with the results of research conducted by Astuti (2016) where the results of his research show that partially Information Literacy has a positive and significant effect on Business Performance.

3.2.2. Effect of Entrepreneurial Behavior on Business Performance

The results of the analysis show that there is a positive and significant effect of entrepreneurial behavior on business performance. It can be explained that with perseverance, courage to take risks and be innovative in running a business will affect the improvement of business performance.

The results of filling out questionnaires from all statements on the Entrepreneurial Behavior variable that received the highest score were statements about "Hard work is the main key to business success" in the "Very High" category. This shows that to improve performance and business success must be based on hard work.

The test results show that the results of this study are in accordance with the results of research conducted by Risdella (2017). From the results of his research, it shows that partially Information Literacy has a positive and significant effect on Business Performance.

3.2.3. Information and Entrepreneurial Behavior Together on Business Performance

Information Literacy and Entrepreneurial Behavior have a positive direct influence on Business Performance. The meaning that can be captured from this finding is that Information Literacy (Realizing information needs, ability to access information, utilizing information, evaluating information) and Entrepreneurial Behavior (Innovative, taking risks and persevering in business) have a positive influence on Business Performance (Increased Revenue, expansion of marketing areas, increased sales volume).

The results of this study are in accordance with the theory put forward by Adjeng (2017) that entrepreneurial behavior is a person's behavior in facing life's challenges and how to obtain opportunities with the various risks he faces and efforts to achieve better performance. Husaebah (2014) also suggests the theory that information literacy is information literacy in identifying information, accessing information, utilizing information and evaluating information needed for effective performance in tasks or work.

4. CONCLUSION AND SUGGESTIONS

Based on the results of the research and data analysis that has been carried out, the following conclusions can be drawn: 1) The results of this study indicate a partially positive and significant effect of Information Literacy on the performance of culinary small businesses in Makassar city. 2) The results of this study indicate a partially positive and significant effect of Entrepreneurial Behavior on the performance of small culinary businesses in Makassar city. 3) The results of this study indicate a simultaneous and significant effect of Information Literacy and Entrepreneurial Behavior on the performance of small culinary businesses in Makassar city. Based on the results of this study, it is very clear that information literacy and entrepreneurial behavior are determinant factors of the performance of small culinary businesses in Makassar City.

Based on the findings and results of the research, several suggestions and implications can be proposed to enhance the performance and success of small culinary businesses in Makassar city: Strengthen Information Literacy, Foster Entrepreneurial Behavior, Promote Holistic Training Programs, Facilitate Access to Digital Tools, Establish Supportive Business Ecosystem, Encourage Collaboration and Networking, and Monitor and Evaluate Progress. By implementing these suggestions, small culinary businesses in Makassar city can improve their competitiveness, resilience, and overall performance. Enhanced information literacy and entrepreneurial behavior will enable them to adapt to changing market conditions, seize new opportunities, and contribute to the economic growth and development of the region.

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