

The Influence of Economic Literacy, Entrepreneurship Education and Entrepreneur Mindset in Improving The Competitiveness of Small and Medium Enterprises" (SMES) with Business Performance as A Moderator Variable

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ABSTRACT

This study aims to determine how the influence of Economic Literacy, Entrepreneurial Education and Entrepreneurial Mindset on the Competitiveness of SMEs in Pisang Epe' SMEs actors on Losari Beach, Makassar City through Business Performance as a Moderator variable. Quantitative research is used as a method in this study with a descriptive research type. In this study, the sample used was 100 Pisang Epe' SMEs Actors on Losari Beach, Makassar City. The analysis in this study used Partial Least-Square Structural Equation Modeling (PLS-SEM) with the help of Smart PLS software version 4.0. The study has positive and significant research results between Economic Literacy, Entrepreneurial Education and Entrepreneurial Mindset on Business Performance. The results of the study also between Economic Literacy, Entrepreneurial Education and Entrepreneurial Mindset on SMEs Competitiveness have a positive and significant effect. In this study, Business Performance as a Moderator variable shows that it is able to mediate the relationship between economic literacy and SMEs Competitiveness on Tokopedia positively and significantly. Business performance as a Moderator variable shows that it is able to mediate the relationship between Entrepreneurship Education and SMEs Competitiveness positively and significantly. And the Business Performance variable as a Moderator variable shows that it is able to mediate the relationship between economic literacy and Entrepreneur Mindset positively and significantly.

Keywords:

Economic Literacy,
Entrepreneurship
Education,
Entrepreneur
Mindset, SMEs
Competitiveness,
Business
Performance

INTRODUCTION

Small and Medium Enterprises (SMEs) in every country have always been the focus of attention because of their significant contribution to economic development, economic growth and job creation (Ahmad et al., 2024). Many economies, both developed and developing, have realized the value of small businesses or SMEs. The contribution of small businesses to the development of the Indonesian economy is very large and has been recognized by many parties. Indonesia's entry into the era of the industrial revolution 4.0 is marked by the increasing technology and convergence of digital, biological and physical innovations. The SMEs industry is one of the sectors that makes the largest contribution to industrial GDP compared to other sub-sectors, as indicated by its contribution to 60% of Indonesia's GDP in 2019. Its performance achievements have been consistently positive, starting from its role in increasing productivity, investment, exports to absorbing labor.

The development of SMEs in Makassar City has created business competition, thus requiring SMEs to be ready to compete. In addition, SME actors must be able to face challenges with uncertainty whose impact may be greater than previous

environmental conditions (Sari et al., 2021). Unfortunately, only around 51% of MSMEs in Makassar City are able to survive for more than 5 years, this indicates that the performance of MSMEs is quite low. One of the factors that can increase the competitiveness of MSMEs is economic literacy, entrepreneurship education and the Entrepreneur Mindset. People need to have the right financial education to improve their financial knowledge and be able to manage their personal finances to ensure they have a quality life (Lusardi, 2019). Financial literacy is also seen as an important skill for the business being managed to grow (Tuffour et al., 2022). With the increasing cost of living, individual abilities and knowledge regarding financial education must be reconsidered as important to ensure the financial well-being of the community. Having economic knowledge can make smarter and wiser financial decisions based on the information provided. In line with Salsabila's research (2021), it was found that knowledge about economic literacy for business actors has a positive impact on running their business. So that there is an increase in terms of good financial allocation for future businesses. However, research by Jumhur & Prabawati, (2019) found that financial literacy did not have a significant effect on entrepreneurial behavior.

The next factor that can increase the competitiveness of MSMEs is the Entrepreneur Mindset. The Entrepreneur Mindset is a concept that has gradually emerged in the field of entrepreneurship and plays an important role in the process of fostering entrepreneurial skills and abilities (Farida & Setiawan, 2022). The Entrepreneur Mindset is defined based on three factors; the ability to feel, the ability to act quickly, and the ability to mobilize resources even in uncertain conditions (Kouakou & Tchamekwen, 2019). The perception of the entrepreneurial mindset as a growth-oriented perspective. The entrepreneurial mindset refers to the socio-emotional skills and overall entrepreneurial awareness associated with entrepreneurial motivation and future success as an entrepreneur (Ngwoke & Ituma, 2020). Research conducted by (Arifin, 2024) found that the Entrepreneur Mindset has a positive impact on the growth of MSMEs, where performance is significant with competitiveness.

This research was conducted at Losari Beach, Makassar City, because this area is the center of economic and tourism activities that is an icon of the city, so it has a diverse and dynamic concentration of MSMEs. MSMEs around Losari Beach play an important role in supporting the local economy, but they face major challenges in increasing competitiveness amidst tight competition. In addition, as a major tourist destination, Losari Beach provides an opportunity to explore how the characteristics of a unique business environment affect the development of MSMEs. The results of this study are expected to provide practical contributions in increasing the capacity of MSME actors, supporting local government policies, and strengthening the competitiveness of the regional economy. Based on the description above, this study is entitled, "The Influence of Economic Literacy, Entrepreneurship Education and Entrepreneur Mindset in Increasing MSME Competitiveness with Business Performance as a Moderator Variable".

Literature Review

The Theory of Planned Behaviorism is a theory developed by Ajzen which is a refinement of the reason action theory proposed by Fishbein and Ajzen (1975). Based on the Theory of Planned Behavior which states that attitudes towards behavior, subjective norms and perceptions of behavioral control together form an individual's

behavioral intentions. This theory explains that behavior arises because of the intention that underlies the behavior. The Theory of Planned Behavior is suitable for describing any behavior that requires planning (Utomo et al., 2020).

Entrepreneurship theory is a creative and innovative ability that is used as a basis, tips, and resources to find opportunities for success (Moreira & Pereira, 2022). The essence of entrepreneurship is the ability to create something new and different through creative thinking and innovative action to create opportunities in facing life's challenges (Afiat & Rijal, 2023). In decision making, an entrepreneurial attitude is needed which means readiness. The readiness of business actors in entrepreneurship affects business performance (Negeri & Wakjira, 2023).

1. Economic Literacy

Economic literacy is something that can describe different levels of economic knowledge, which will have an impact on the quality of life (Cluley et al., 2020). According to Cornish et al., (2021). that economic literacy is a very relevant issue that involves various groups, from children to adults. Having a basic understanding of economic literacy allows a person to make the right decisions for themselves and their families in facing the ever-changing economic challenges. Economic literacy refers to an individual's ability to understand and apply basic economic concepts and principles such as supply and demand, inflation, and competition in everyday life (Mei & Sahid, 2021; Al-rabaani, 2019). The indicators used according to Ma et al., (2019) are (1) Ability to manage the economy of a business, (2) Economic Knowledge, (3) Financial Management, (4) Impact of the social environment, (5) Understanding of daily needs.

2. Entrepreneurship Education

Entrepreneurship education is a science that studies values, abilities and behaviors in facing various life challenges (Ahmad et al., 2023). Teaching entrepreneurship education as a discipline because it has a complete and real body of knowledge, has two concepts, namely venture start-up and venture growth and has its own object, namely the ability to create something (Cui et al., 2021). Directly, entrepreneurship education can change a person's mindset, attitude, and behavior to become an entrepreneur who leads to choosing entrepreneurship as a career choice (Hariandi et al., 2019). The indicators in this study according to Mahfud et al., (2020) are, (1) Leadership spirit, (2) Desire to be an Entrepreneur, (3) Insight.

3. Entrepreneurial Mindset

Entrepreneurial mindset is important for determining the competitiveness of organizations and society and job creation. Entrepreneurial mindset also indicates the courage to find valuable ideas. Thus, the definition of Entrepreneurial mindset is the ability to act to turn opportunities into reality (Edelia & Aslami, 2022). Hanaysha et al., (2022) emphasized that the Entrepreneurial mindset has characteristics such as being able to turn problems and challenges into opportunities, liking innovation, creating value, thinking as a leader and being a visionary. This study refers more to the opinion of Kistyanto et al., (2020) that the Entrepreneurial mindset is thinking and behaving proactively, innovative and taking risks. The reason for using this definition is that the Entrepreneurial mindset reflects a positive mental attitude, one of which is proactive, creative and innovative. The following indicators are used as follows Nuseir & Refae., (2022), (1) Self-confidence, (2) Responsibility, (3) Thinking creatively and innovatively.

4. MSME Competitiveness

Competitiveness is the ability of a company, industry, region, country or between regions to generate relatively higher and sustainable income and employment factors to face international competition. Competitiveness is a concept of comparing the capabilities and performance of companies, sub-sectors or countries in selling and supplying goods and/or services available in the market. The competitiveness of a country can be achieved from the accumulation of strategic competitiveness of each company. The process of creating added value (VAC) is within the scope of the company (Djou & Lukiastuti, 2021). In achieving its vision, mission, and goals, a company must plan various competitive strategies to become the best and only company among other similar companies. The following competitiveness indicators are as follows Prasetyo & Kistanti., (2020), (1) Business location, (2) Product price, (3) Quality and Quality, (4) Promotion.

5. Business Performance

Business performance according to Haseeb et al., (2019). is a top-down approach that helps executives understand the processes required to achieve strategic goals and then measure the effectiveness of the process in achieving results. It can be concluded that collecting processes that help companies optimize business performance to ensure that company goals are achieved. Business performance analysis based on finance is carried out to shorten financial measurements as an impact of selected activities (Rufaidah, 2014). The second internal business performance analysis is a financial management function consisting of funding, investment, and dividend decision-making (Lutfi et al., 2022). The specific purpose of financing is related to achieving benefits such as operating income, working capital, economic value performance, financial growth rate or increased cash flow. In addition, marketing-based business performance analysis is to measure the practices carried out by the company in marketing (Rufaidah, 2014). The following are business performance indicators as follows Purwanti et al., (2022), (1) Business income, (2) Profit, (3) Business growth, (4) Efficiency.

METHOD

The approach used in this study is quantitative descriptive research. Where studying the causal relationship between variables. Quantitative research methods are research methods that use numbers and statistics to collect and analyze data. This method aims to test existing hypotheses or theories with standardized data. The research was conducted in Losari Village, Ujung Pandang District, Makassar City, South Sulawesi Province, located on Losari Beach. The population in this study were Pisang Epe UMKM Actors located in the Losari Beach area of Makassar City with 100 samples.

This study uses a questionnaire with a Likert scale as a research technique to measure the attitudes, behaviors, and perceptions of respondents towards the variables studied. The data collected were then analyzed using SEM. At the stage of analyzing the measurement model (external model), reliability was assessed using Cronbach's alpha, and validity and reliability were examined using convergent and discriminant validity. To determine the degree of relationship to the latent variables, the next step is to assess the structural model (internal model) using the R-square and

F-square values (Hair et al., 2017). With alpha 5%, the statistical T-test and probability values are used for hypothesis testing.

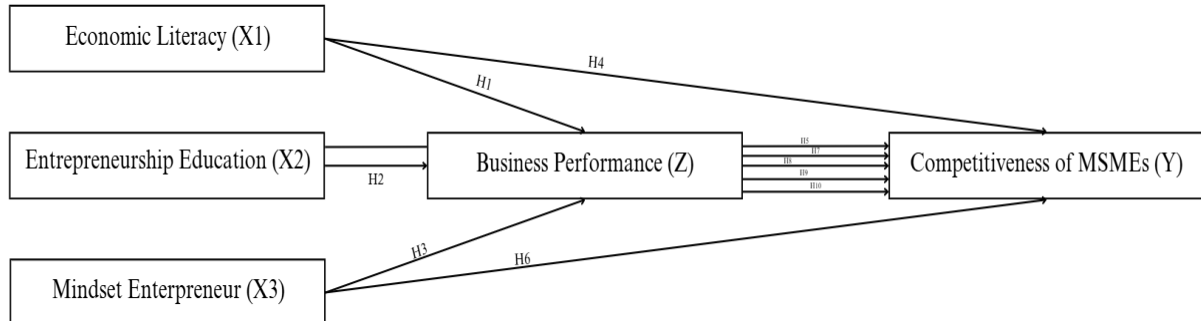


Figure 1. Theoretical Framework

RESULTS AND DISCUSSION

Result

Based on the results of research conducted on 100 Pisang Epe culinary entrepreneurs in Losari Beach, the results of the study were obtained consisting of respondent characteristics and several tests using SmartPLS 4.0. Can be seen in the following table:

Table 1. Demographic Profile

Description	Values	Frequenc y	Percen t	Comments
Gender	Male	42	42%	The number of Banana Epe' MSME actors is dominated by male respondents.
	Female	58	58%	
Age	20-22	6	6%	The number of Banana Epe' UMKM actors is dominated by respondents aged 26-28 years
	23-25	15	15%	
	26-28	47	47%	
	>29	32	32%	
Last education	SMA/SMK/MA	71	71%	The number of Banana Epe' UMKM actors is dominated by respondents with the last education of SMA/SMK/MA
	D3	15	15%	
	D4	-	0%	
	S1	14	14%	
Length of Business	1-4	24	24%	The number of Banana Epe' UMKM actors is dominated by respondents with a Business Length of more than 10 Years
	5-9	13	13%	
	>10	61	61%	

Source: Processed by Researchers, 2024

Based on the table above, it can be seen that the respondents of this study were mostly female with 58 respondents or 58% and 42% or 42 people were male. The age of the respondents was dominated by respondents at the oldest level, namely those aged >29 years, as many as 32 people or 32% of the total respondents needed. While the number of respondents with a high number was between the ages of 26-28 years, namely 47 people or 47%, and the lowest number of respondents was between the ages of 20-22 years, namely 6 people or 5% of the total respondents. For the SMA/MA/SMK level, there were 71 respondents with a percentage of 71% which was the highest, the D3 level was 15 respondents with a percentage of 15%, the D4 level was 0 respondents with a percentage of 0%, and the S1 level was 14 respondents

with a percentage of 14%. And businesses that started 1-4 years ago until now total 24 culinary banana epe' businesses with a percentage of 24%, culinary epe' businesses that have started 5-9 years total 13 with a percentage of 13%, and culinary banana epe' businesses that have started from >10 years and above total 61 or 61%.

Measurement Model

In the initial stage, validity and reliability tests were carried out to ensure the quality of data in the research model. Figure 1 and table 2 show the loading factor values >0.7 and AVE >0.5 so that the research model meets the requirements for convergent validity. The results of the reliability test in Table 2 show cronbach's alpha > 0.7, rho_c > 0.7; and rho_a > 0.7 (Reliable).

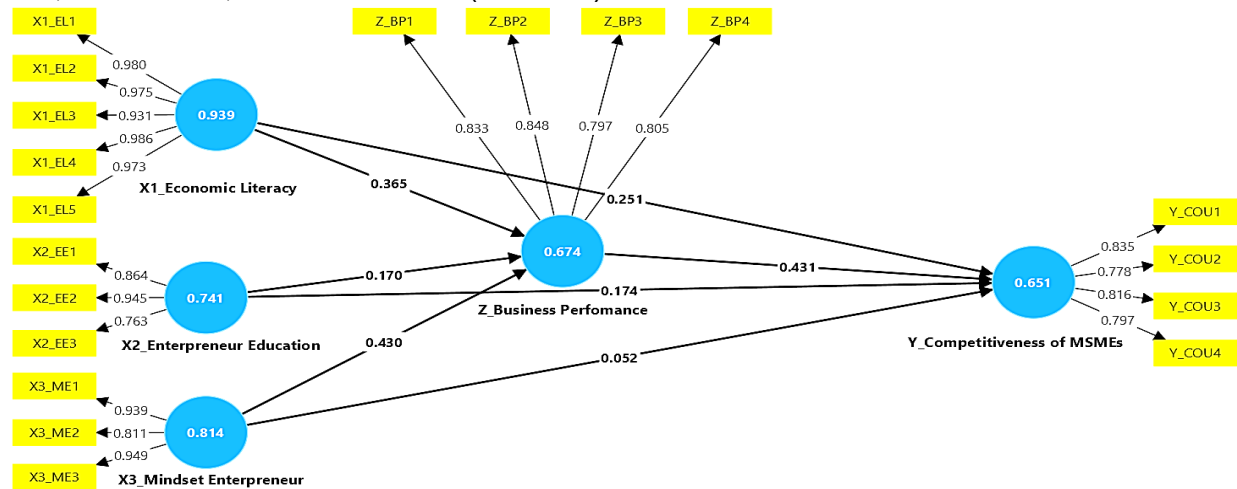


Figure 2. Measurement Model Test Result

Table 2. Convergent Validity and Reliability

Construct	Item	Validitas Konvergen		Reliability		
		Loading Factor	AVE	Cronbach's Alpha	Rho_C	Rho_A
LE	LE1	0.980	0.939	0.984	0.986	0,987
	LE2	0.975				
	LE3	0.931				
	LE4	0.986				
	LE5	0.973				
PK	PK1	0.864	0.741	0.821	0.842	0,895
	PK2	0.945				
	PK3	0.763				
ME	ME1	0.939	0.814	0.883	0.892	0,929
	ME2	0.811				
	ME3	0.949				
DSU	DSU1	0.835	0.651	0,822	0.826	0,882
	DSU2	0.778				
	DSU3	0.816				
	DSU4	0.797				
KU	KU1	0.833	0.674	0,839	0,842	0,892
	KU2	0.848				
	KU3	0.797				
	KU4	0.805				

Source: Processed by Researcher, 2024

Based on the table above, each statement item in the variables of Economic Literacy (X1), Entrepreneurship Education (X2), Entrepreneur Mindset (X3), UMKM Competitiveness (Y) and Business Performance (Z) has an Outer Loading value > 0.7 which is in line with the requirements of the Loading Factor value and AVE value > 0.5 so that each variable has good Convergent Validity because the convergent validity in this research model has met the requirements where each statement item is able to describe the variables studied. For discriminant validity based on the cross-loading criteria and the Fornell-Larcker criteria in the table below, the latent variable indicator has a larger construct than the construct of other indicators and the square root of AVE is greater than the sum of all construct relationships indicating sufficient discriminant validity:

Table 3. Discriminant Validity

Construct	Item	Cross Loading					Fornell -Larcker				
		X1	X2	X3	Y	Z	X1	X2	X3	Y	Z
LE	LE1	0.980	0.700	0.546	0.721	0.731	0,969				
	LE2	0.975	0.746	0.578	0.695	0.717					
	LE3	0.931	0.673	0.486	0.615	0.644					
	LE4	0.986	0.711	0.553	0.719	0.728					
	LE5	0.973	0.693	0.529	0.730	0.706					
PK	PK1	0.621	0.864	0.620	0.579	0.617	0,861				
	PK2	0.703	0.945	0.631	0.698	0.698					
	PK3	0.542	0.763	0.515	0.534	0.564					
ME	ME1	0.510	0.610	0.939	0.535	0.700			0,902		
	ME2	0.482	0.653	0.811	0.559	0.596					
	ME3	0.513	0.599	0.949	0.619	0.727					
DSU	DSU1	0.623	0.558	0.525	0.835	0.663				0,807	
	DSU2	0.488	0.565	0.515	0.778	0.576					
	DSU3	0.686	0.581	0.495	0.816	0.676					
	DSU4	0.506	0.579	0.516	0.797	0.592					
KU	KU1	0.616	0.630	0.742	0.597	0.833					0,821
	KU2	0.621	0.636	0.689	0.645	0.848					
	KU3	0.561	0.488	0.493	0.575	0.797					
	KU4	0.592	0.632	0.523	0.734	0.805					

Source: Processed by Researchers, 2024

Based on the table above, each indicator of this study has a Cross Loadings value where the variables formed are greater than the Cross Loadings values of other variables and the AVE square root value of the Economic Literacy, Entrepreneurship

Education, Entrepreneur Mindset, Competitiveness and Business Performance variables is higher than the correlation of other latent variables. So it can be concluded that this research indicator has good Discriminant Validity because the AVE root value of each construct is higher than the correlation of other latent variable constructs where each variable has a different concept.

Structural Model

The structural model analysis in this study was carried out with the help of SmartPLS4. Figure 3 and Table 4 show the R2 and f2 values. R2 shows how the independent variables contribute to the dependent variable. As stated in the figure and table below:

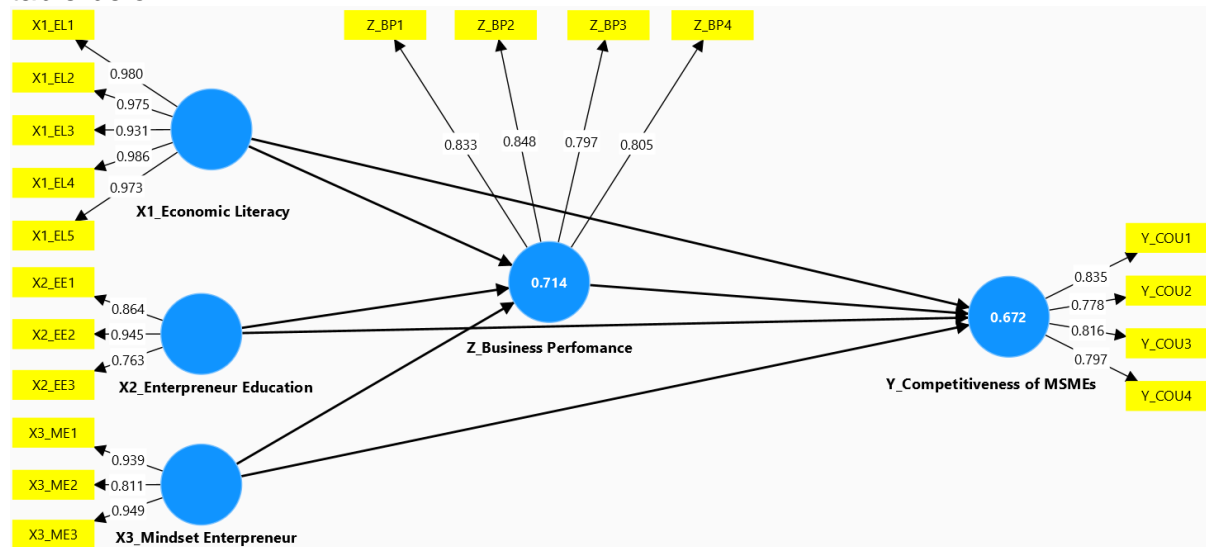


Figure 3. Structural Model Test Results

Table 4. Structural Model

Model parameters	Variable	Values and Categories
R ²	MSME Competitiveness	0.627 (Strong)
	Business Performance	0.714 (Strong)
F ²	X1 -> Y	1.126 (Strong)
	X1 -> Z	0.321 (Medium)
	X2 -> Y	0.455 (Strong)
	X2 -> Z	0.027 (Small)
	X3 -> Y	0.127 (Small)
	X3 -> Z	0.863 (Strong)
	Z -> Y	0.199 (Medium)

Source: Processed by Researchers, 2024

Based on the table above, the R-Square value of the UMKM Competitiveness variable (Y) is 0.627. So the percentage of the UMKM Competitiveness variable (Y) is explained by the variables Economic Literacy (X1), Entrepreneurship Education (X2) and Entrepreneur Mindset (X3) of 62.7%. The R-square value of the Business Performance variable (Z) is 0.714. This value explains that the percentage of the Business Performance variable (Z) is explained by the variables Economic Literacy (X1), Entrepreneurship Education (X2) and Entrepreneur Mindset (X3) of 71.4%.

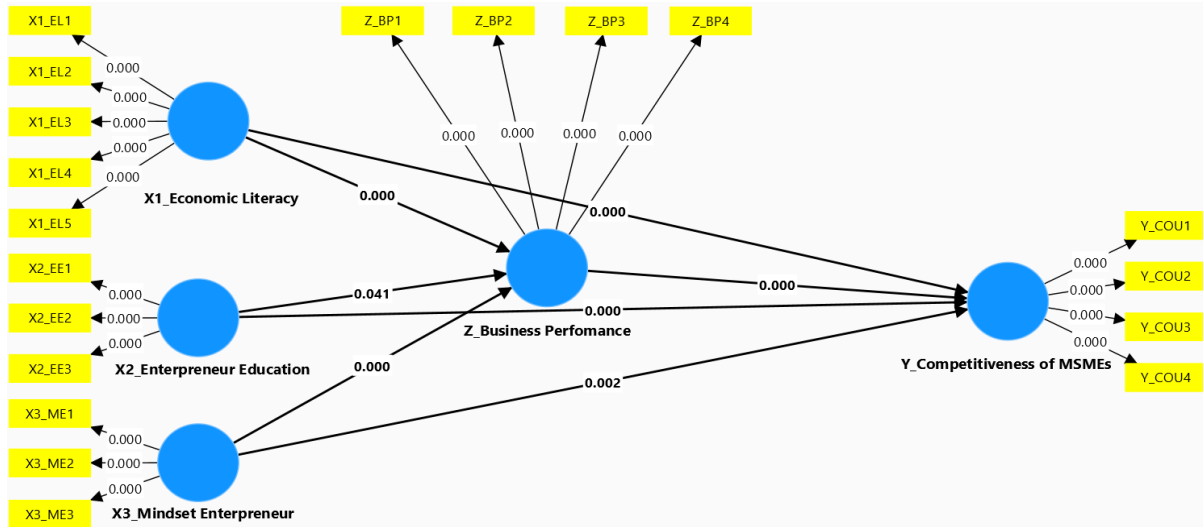


Figure 4. Hypothesis Test Result
Table 4. Hypothesis Testing Results

Hypothesis Testing Results	Hypothesis	Std.B	T- Statistics	P Values	Result
Direct Effect	X1 -> Y	0.073	8.467	0.000	Support ed
	X1 -> Z	0.058	5.868	0.000	Support ed
	X2 -> Y	0.061	5.001	0.000	Support ed
	X2 -> Z	0.042	2.042	0.041	Support ed
	X3 -> Y	0.085	3.099	0.002	Support ed
	X3 -> Z	0.049	12.108	0.000	Support ed
	Z -> Y	0.084	4.526	0.000	Support ed
Indirect Effect	X1 -> Z -> Y	0.048	3.247	0.001	Support ed
	X2 -> Z -> Y	0.036	2.046	0.041	Support ed
	X3 -> Z -> Y	0.050	3.675	0.000	Support ed

Source: Processed by Author, 2024

As seen in the table above, to test the hypothesis H1, H2, H3, H4, H5, H6, H7, H8, H9 and H10 with the variables of Economic Literacy, Entrepreneurship Education and Entrepreneur Mindset as independent variables, with MSME Competitiveness as the dependent variable and Business Performance as the Moderator variable. Based on table 4 above for H1, it shows a positive and significant relationship between Economic Literacy and Business Performance ($\beta = 0.058$, $t = 5.868$, $p < 0.000$); H2 shows the relationship between Entrepreneurship Education and Business Performance is positive and significant ($\beta = 0.042$, $t = 2.042$, $p < 0.041$); H3 shows the relationship between Entrepreneur Mindset and Business Performance is positive and significant ($\beta = 0.049$, $t = 12.108$, $p < 0.000$); H4 shows a positive and significant

relationship between Economic Literacy and MSME Competitiveness ($\beta = 0.073$, $t = 8.467$, $p < 0.000$); H5 shows a positive and significant relationship between Entrepreneurship Education and MSME Competitiveness ($\beta = 0.061$, $t = 5.001$, $p < 0.000$); H6 shows a positive and significant relationship between Entrepreneur Mindset and MSME Competitiveness ($\beta = 0.085$, $t = 3.099$, $p < 0.002$); and H7 shows a positive and significant relationship between Business Performance and MSME Competitiveness ($\beta = 0.084$, $t = 4.526$, $p < 0.000$).

So it can be concluded that all H1, H2, H3, H4, H5, H6 and H7 can be accepted. In addition, PLS-SEM bootstrap is applied to test the indirect effect or mediation effect. The table above shows the results of the indirect effect test. H8 shows the relationship between Business Performance is able to mediate the relationship between Economic Literacy and MSME Competitiveness ($\beta = 0.048$, $t = 3.247$, $p < 0.000$); H9 shows the relationship between business performance is also able to mediate the relationship between Entrepreneurship Education and MSME Competitiveness ($\beta = 0.036$, $t = 2.046$, $p < 0.041$); H10 shows the relationship between business performance is also able to mediate the relationship between Entrepreneur Mindset and MSME Competitiveness ($\beta = 0.050$, $t = 0.675$, $p < 0.000$). So it can be concluded that all H8, H9 and H10 can be accepted.

Discussion

The results of this study found that economic literacy has an effect on Business Performance for MSMEs in Pisang Epe' at Losari Beach, Makassar City. One way is to enrich the knowledge of MSME actors regarding economic knowledge so that business economic management can develop well (Listyaningsih et al., 2023). Researchers Atrup et al., (2023) also stated that an understanding of the level of economic literacy is needed for business actors, especially for the preparation of their business financial reports in order to seek funding. Furthermore, Zen et al., (2023) also stated that it is important for business owners to understand economic knowledge in order to have better company performance. So that it allows MSMEs to experience business growth. According to Adeniyi, (2023) also stated that economic literacy affects a person's way of thinking about financial conditions and influences strategic decision-making in terms of finance and better management for business owners. The ability to manage business owner finances is indeed very necessary for business performance. This statement is also supported by the statement of Dabbous & Boustani, (2023) which states that economic literacy has a significant effect on MSME performance. In running a business, a person must have the ability and knowledge of finance to manage finances effectively, therefore economic literacy is very important for every entrepreneur (Listyaningsih et al., 2023).

Good knowledge of the economy from MSME actors will encourage the ability to overcome the finances of MSME actors so that they can be controlled (Raharjo et al., 2023). Several previous research results related to the influence of economic literacy on MSME performance, including research conducted by Bamiro et al., (2024); Etty et al., (2023) with the results of research on economic literacy influencing MSME performance. In line with research by Maswin & Sudrajad, (2023); Meressa, (2023) that economic literacy has a positive and significant effect on business performance. In addition, economic literacy also helps business owners in obtaining the financial knowledge and skills needed by business actors (Mariam et al., 2023). Good financial planning factors, use of the latest information and technology, and bookkeeping help

MSMEs to improve and enhance their business performance (Kurniasari et al., 2023). So in this study, the performance of the MSME sector business is greatly influenced by the level of financial literacy they have. The results above support the results of research conducted by Miswanto et al., (2024) stating that economic literacy has a positive and significant effect on MSME performance. This study is also relevant to research by Obi-Anike et al., (2023) which states that those who have good economic literacy and are able to implement it and are able to utilize financial information have better business success. In addition, in research by Athia et al., (2023); Sadik Tatli et al., (2023) stated that economic knowledge and understanding play an important role in decision-making by business actors in solving various economic problems where these decisions will affect long-term business growth or sustainability.

The results of this study found that entrepreneurship education has an effect on Business Performance of Pisang Epe' MSME actors in Losari Beach, Makassar City. Business performance is work achievement or work results that are closely related to the strategic goals of the organization, customer satisfaction, and contribute to the economy (Raharjo et al., 2024). Various studies have been conducted to evaluate the effect of entrepreneurship education on business performance (Narmaditya et al., 2023; Syarifah & Wulandari, 2024). In general, these findings indicate a positive relationship between the level of entrepreneurship education possessed by an entrepreneur and his business performance (Soumena, 2024). Someone who receives entrepreneurship education will have an interest in entrepreneurship so that it can provide encouragement to meet the targets they want to achieve in entrepreneurship (Lopes et al., 2021). According to Ogunrinade, (2024) entrepreneurship education is very important to achieve the success of socio-economic development and sustainable development because entrepreneurship is a combination of actions.

Entrepreneurship education is essential for an entrepreneur in starting and developing a business to improve their ability to identify and develop existing business opportunities, build business networks, and determine the most appropriate business strategy (Fang & Chen, 2019). Entrepreneurship education has a positive influence on the performance of small businesses (Diawati, Karneli, et al., 2024). As seen from the research conducted by Dabbous & Boustani, (2023) on entrepreneurs in Singapore, it was revealed that successful entrepreneurs have a better level of education than less successful entrepreneurs. This finding also strengthens the results of research which found that entrepreneurship education has a positive and significant effect on business performance (Larsen et al., 2024). Likewise, the results of the study by Maziriri et al., (2024) which showed that entrepreneurship education affects the performance of MSMEs in South Africa.

The results of this study found that the Entrepreneur Mindset affects Business Performance in Pisang Epe' MSME actors in Losari Beach, Makassar City. Becoming a successful entrepreneur is not easy, starting is easy, but to survive it can require a lot of effort and sacrifice, the success of an entrepreneur lies within, namely the mindset (Yousaf et al., 2020). The main requirement for success in business is by always having a positive mindset because with a positive mindset, it can provide a strong motivation in life to achieve something that will make a person not give up easily, and of course become happier (Manafe et al., 2023). This study is in line with research conducted by Yacob et al., (2023) that the entrepreneurial mindset has a

significant effect on the performance of MSMEs. When opportunities arise and a business actor is able to see more opportunities, this can affect the entrepreneur's mindset to advance the business and increase his income (Wardana et al., 2020). Previous research Atrup et al., (2023); Sun et al., (2023); Yaskun et al., (2023) the results of the study showed that the entrepreneurial mindset affects the performance of MSMEs. These results suggest that the entrepreneurial mindset is one of the factors that plays an important role in improving the performance of culinary MSMEs. This study is in line with previous research by Raza et al., (2023) which stated that the entrepreneurial mindset has a significant effect on the performance of MSMEs. An entrepreneur will be encouraged to continue to innovate to create profitable opportunities (Maesaroh et al., 2023). A business actor who is able to change his mindset, focus on the future so that his business can survive and try to develop or create new products, can attract buyers and improve his business performance (Aboobaker et al., 2023).

The results of this study found that economic literacy has an effect on the competitiveness of MSMEs in Pisang Epe' MSME actors on Losari Beach, Makassar City. Economic literacy refers to an individual's understanding and knowledge of financial products and concepts. Good economic literacy can help individuals make wiser financial decisions, including in managing MSME businesses (Sariwulan et al., 2020). The competitiveness of MSMEs includes their ability to compete in local and global markets (Mariani et al., 2024). Factors such as innovation, productivity, and economic literacy can affect the competitiveness of MSMEs (Usama et al., 2019). Economic literacy has a significant role in increasing the competitiveness of Micro, Small, and Medium Enterprises amidst the challenges of globalization and increasingly tight market competition (Desiyanti & Kassim, 2020). This is in line with the research of Rvspk et al., (2020) economic literacy has a positive and significant effect on the competitiveness of MSMEs. Supported by several studies that state that economic literacy has a good influence on the competitiveness of a company (Narmaditya et al., 2023; Raharjo et al., 2024). Good economic literacy helps business actors to prepare efficient financial planning, optimize resource allocation, and identify potential market opportunities (Efendi et al., 2024).

By mastering economic literacy, MSMEs can become more resilient in facing challenges, more innovative in developing products and services, and more competitive in global market competition (Dwyanti, 2024). MSME actors who have high economic literacy tend to be able to utilize technology and information to support their business efficiency (Rayhan et al., 2024). For example, they are more skilled in using digital platforms for marketing, e-commerce, and financial transactions. This allows MSMEs to expand their market share not only locally but also nationally and internationally (Tubastuvi et al., 2024). In addition, economic literacy helps MSME actors understand the importance of product and service innovation, so that they can offer unique added value that is difficult for competitors to imitate (Harnida et al., 2024). This has a positive impact on the competitiveness of MSMEs (Oktasari & Widyanty, 2024; Rizki & Hendarman, 2024).

The results of this study found that entrepreneurship education has an effect on the competitiveness of MSMEs in Pisang Epe' MSME actors in Losari Beach, Makassar City. Entrepreneurship education is a relevant and strategic solution in empowering Micro, Small, and Medium Enterprises (MSMEs). Through this education,

MSME actors can improve their skills and knowledge in managing their businesses professionally, identifying business opportunities, and competing in an increasingly competitive market. Research shows that entrepreneurship education not only provides technical skills but also develops an innovative and adaptive mindset to changes in the business environment (Soelaiman, 2022; Haryanti, 2023). Entrepreneurship education covers various aspects, including the preparation of an effective business plan. A good business plan helps entrepreneurs formulate the right strategy and manage important aspects such as marketing, management, and finance (Soelaiman, 2022; Soelaiman & Liusca, 2022; Mattoasi, 2023). Entrepreneurship education plays an important role in empowering MSMEs by providing the skills and knowledge needed to manage businesses effectively, adapt to market changes, and take advantage of existing opportunities (Sastradinata et al., 2024).

Entrepreneurship education is expected to encourage business actors to utilize existing resources optimally (Iskamto et al., 2024). Research by Soesetio et al., (2024) shows that support from the government and financial institutions is very important in providing information, market access, and training needed to support the growth of MSMEs. Therefore, collaboration between various parties, including the government, educational institutions, and business actors, is an important element in forming an entrepreneurial ecosystem that is conducive to the development of MSMEs (Diawati et al., 2024). Overall, entrepreneurship education has a significant impact on forming more sustainable and competitive business competitiveness in Indonesia (Fiona et al., 2024). By improving the skills and competencies of MSME actors, this program has the potential to create new opportunities and increase the competitiveness of MSMEs in the global market (Hasbi & Dewi, 2024; Joshi et al., 2021; Merung et al., 2024). The results of this study found that the Entrepreneur Mindset influences the competitiveness of MSMEs in Pisang Epe' MSME actors on Losari Beach, Makassar City. The way to maintain competitiveness in running a business is to change the entrepreneur mindset (Kamaliah et al., 2023). The entrepreneur mindset shows how to think about business and provides opportunities for business actors to face uncertainty (Patrício & Ferreira, 2024). The entrepreneur mindset is important in the business world because the entrepreneur mindset will motivate business actors to always make new innovations to create profitable business opportunities (Oulhou & Ibourk, 2023). Business actors in developing a successful entrepreneur mindset are required to act positively and productively in running their business (Ma et al., 2024). A positive mindset will lead entrepreneurs to develop and have better potential in the future (Pinto et al., 2024). An entrepreneur must determine how to view potential, intelligence, challenges and opportunities as a process that must be pursued diligently, hard work, and effort to achieve its goals (Shetty et al., 2024).

Research conducted by Farida et al., (2019); Fitrianti et al., (2023) revealed that the entrepreneurial mindset has a positive and significant effect on the competitiveness of MSMEs. In line with several researchers that the entrepreneurial mindset has a positive and significant effect on the competitiveness of their business (Rosyidiana & Narsa, 2024; Sugangga et al., 2023). The mindset of an entrepreneur will shape how big a business he will run (Riyanto et al., 2024). The results of research by Suhartono et al., (2024); Wulandari et al., (2024) state that the entrepreneurial mindset is the core of entrepreneurship and how we can help new entrepreneurs successfully develop their businesses against the competitiveness of other

entrepreneurs. One of the positive impacts of the entrepreneurial mindset on the competitiveness of MSMEs is its ability to encourage innovation (Sjahruddin et al., 2024). In addition, the entrepreneurial mindset encourages MSME actors to be more adaptive to changes, such as technological developments, market trends, or government policies, which are often major challenges for small businesses (Sutrisno et al., 2024). The entrepreneurial mindset has a positive and significant effect on the competitiveness of MSMEs. Research conducted by Manggu & Beni, (2024); Mukti Diapepin et al., (2024) revealed that the entrepreneurial mindset has a good influence on the competitiveness of a company. The results of this study found that Business Performance affects the competitiveness of MSMEs in Pisang Epe' MSME actors in Losari Beach, Makassar City. Business performance is in the form of understanding, creating, communicating and providing company value to customers to increase profits (Purnamawati et al., 2022). This company value is used as a measure of the success of company management in future operational prospects (Yudhanto et al., 2023). Business performance is a benchmark for the success of a business (Caraka et al., 2021). There are several factors that can directly or indirectly affect business performance. To increase competitiveness, MSMEs must have the ability to compete (Mukhsin & Suryanto, 2022). To achieve excellent performance, MSMEs must consider several factors that affect performance (Ezebilo et al., 2019). Several studies called competitive ability are factors that affect MSME performance or success or can be called Key Success Factors (Gao et al., 2023; Leyeza et al., 2023; Mujiatun et al., 2023).

The performance of a company is essentially the performance of the company's organization and is reflected in the results. These performance results are not entirely accurate when viewed from one dimension. Researchers agree that measuring business performance has a positive and significant effect on the competitiveness of MSMEs (Judijanto et al., 2023; Sibuea et al., 2022). High business performance cannot be achieved if the utilization of resources owned by entrepreneurs and organizations cannot be utilized optimally (Komang & Putra, 2019). Optimal utilization of resources will make business organizations have an advantage over their competitors (Solarte-Montufar et al., 2021). According to Saptono et al., (2024) stated that to achieve sustainable competitiveness and profit, companies must try to find and develop special capabilities from all the resources they have. Several researchers Arjang et al., (2023); Putera et al., (2023); Soesetio et al., (2024) agree that business performance has a positive effect on business competitiveness, in line with Adisaksana, (2022) MSME performance has a positive and significant effect on business competitiveness.

The results of this study found that economic literacy affects MSME competitiveness through business performance in MSME actors Pisang Epe' on Losari Beach, Makassar City. According to Rahadjeng et al., (2023) economic literacy can help business owners gain the financial knowledge and skills needed for business planning, starting financial plans and making strategic investments. MSME performance will increase significantly if MSME actors continue to improve economic literacy (Hidayat et al., 2024). In practice, economic literacy is one of the important factors in determining the level of success and sustainability of the economy for the wider community in a region in order to improve their welfare, especially for business actors in Indonesia such as MSMEs (Micro, Small and Medium Enterprises)

(Tayibnapis, 2020). Therefore, strategic efforts are needed to improve the performance and sustainability of MSMEs.

Many literatures have confirmed that a company's ability to recognize and access financial resources will have an impact on the company's growth rate (Abdallah et al., 2024). This is in line with Yudiantoro & Setiawan, (2024) who said that economic literacy makes an important contribution to the competitiveness of MSMEs through Business Performance. such as problems of HR capacity, ownership, financing, marketing and various other problems related to business management, so that MSMEs find it difficult to compete with large companies (Satria et al., 2023). In the business and entrepreneurship literature, lack of knowledge and access to financial resources has been linked to the inability of companies to achieve their goals Lestari et al., (2024), and the inability of managers to take strategic actions (Affandi et al., 2024). Previous research by Nikitina et al., (2020) found that there was a significant relationship between economic literacy and business performance experienced by entrepreneurs through business competitiveness. This relationship is logically applied to companies that with good economic literacy will be able to strategically identify and respond to changes in the business, economic and financial climate so that the decisions taken will create innovative and well-directed solutions to improve business performance and competitiveness (Rustantono et al., 2020). In line with Maziriri et al., (2018); Usama et al., (2018); Zouitini et al., (2024)) economic literacy has a positive and significant effect on the competitiveness of MSMEs through Business Performance.

The results of this study found that Entrepreneurship Education has an effect on the Competitiveness of MSMEs through Business Performance for MSME actors in Pisang Epe' on Losari Beach, Makassar City. Entrepreneurship education has been recognized as an effective approach in improving the skills and knowledge of business actors, especially in the context of Micro, Small and Medium Enterprises (MSMEs) (Tóth-Pajor et al., 2023). According to Soam et al., (2023), entrepreneurship education is a process designed to equip individuals with the knowledge, skills, and attitudes needed to create and manage successful businesses. This education covers various aspects, including technical, managerial skills, and the development of an innovative mindset that is very important in the world of entrepreneurship (Cerviño et al., 2024). This is in line with research which states that entrepreneurship training can provide relevant knowledge and skills for entrepreneurs, helping them carry out entrepreneurial activities more effectively, which ultimately contributes to the sustainability of MSMEs (Malipula, 2023).

With the right education, MSME actors are better prepared to face increasingly complex business challenges and are able to develop innovative and sustainable strategies (Liu et al., 2023). Other studies also show that entrepreneurship training can increase the creative potential of entrepreneurs and improve their attitudes towards entrepreneurship, thereby encouraging better business growth (Okoli & Chika, 2022). Furthermore, entrepreneurship education can be a tool to increase the competitiveness of MSMEs in the global market. Through entrepreneurship education, MSMEs gain a deep understanding of the importance of business planning (Rosário & Raimundo, 2024). They are taught to create a comprehensive business plan, including market analysis, marketing strategy, financial management, and risk control (Petrolo et al., 2023). This thorough planning provides a clear direction for business

actors in running their business, while minimizing errors in decision making (Meitriana et al., 2021). In addition, entrepreneurship education encourages MSMEs to be more skilled in managing resources, be it capital, labor, or technology, so that business performance can increase significantly (Gresela et al., 2024; Putra et al., 2023).

The results of this study found that the Entrepreneur Mindset influences the Competitiveness of MSMEs through Business Performance of MSMEs Pisang Epe' in Losari Beach, Makassar City. New entrepreneurs are expected to have competitiveness so that they have good business performance and can grow and develop. In developing entrepreneurship, it is done by developing quality business actors (entrepreneurs), both in terms of knowledge and skills or abilities and mentality with the hope of creating independence in business and doing business (Mughal et al., 2024). In addition, to become a successful entrepreneur, having talent alone is not enough but must also have knowledge in all aspects of management and business, be careful in making decisions, creative, and persistent in finding investors for business capital (Purwanti et al., 2024), and becoming an entrepreneur is often seen as a challenging career choice, where a person faces everyday life in a work situation full of work obstacles, failure, uncertainty, and frustration that are associated with the process of forming a business that is carried out (Penwell & Seeletse, 2024). Previous studies conducted by Feroz, (2024.) have shown that the Entrepreneur mindset greatly influences business competitiveness through entrepreneurial performance because it plays an important role in pushing the boundaries of entrepreneurial performance.

In addition, studies on the Entrepreneur mindset have also been shown to influence the competitiveness of MSMEs on MSME performance (Negeri et al., 2023). As the results of the study (Vásquez-Torres, Salazar, and López 2021) show that training has an impact on MSME performance as a mediating variable between the Entrepreneur Mindset and business competitiveness. According to Culebro-Martínez et al., (2024) explains that an entrepreneur must have a positive mindset and think ahead and must be able to calculate the business carefully in innovating. This opinion is in line with the research conducted (Dalimunthe 2019) with the results of the study explaining that the mindset of successful small and medium enterprises is to want to succeed, have a mature strategy, and be structured planned by small and medium business actors in order to be able to create competitiveness in the market through their business performance. The results of the study by Cunningham et al., (2023); Soomro et al., (2021) the entrepreneurial mindset has a positive effect on business competitiveness through MSME performance because the entrepreneurial mindset can maintain competitiveness in running a business to create new innovations in creating profitable business opportunities.

CONCLUSION

Based on the research results obtained, several things can be concluded, including: Economic Literacy has a significant influence on Business Performance of Banana Epe' UMKM Actors in Losari Beach, Makassar City. Entrepreneurship Education has a significant influence on Business Performance of Banana Epe' UMKM Actors in Losari Beach, Makassar City. Entrepreneur Mindset has a significant influence on Business Performance of Banana Epe' UMKM Actors in Losari Beach, Makassar City. Economic Literacy has a significant influence on UMKM Competitiveness of Banana Epe' UMKM Actors in Losari Beach, Makassar City.

Entrepreneurship Education has a significant influence on UMKM Competitiveness of Banana Epe' UMKM Actors in Losari Beach, Makassar City. Entrepreneur Mindset has a significant influence on UMKM Competitiveness of Banana Epe' UMKM Actors in Losari Beach, Makassar City. Business Performance has a significant influence on the Competitiveness of MSMEs in Banana Epe' MSME Actors in Losari Beach, Makassar City. Economic Literacy has a significant influence on the Competitiveness of MSMEs Through Business Performance in Banana Epe' MSME Actors in Losari Beach, Makassar City. Entrepreneurship Education has a significant influence on the Competitiveness of MSMEs Through Business Performance in Banana Epe' MSME Actors in Losari Beach, Makassar City. Entrepreneur Mindset has a significant influence on the Competitiveness of MSMEs Through Business Performance in Banana Epe' MSME Actors in Losari Beach, Makassar City.

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