

IMPROVING THE SUSTAINABILITY OF CULINARY BUSINESS THROUGH DIGITAL LITERACY AND ENTREPRENEURIAL ATTITUDES IN THE CREATIVE ECONOMY ERA IN MEDAN CITY

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Abstract

This study aims to observe and examine how the level of digital literacy and entrepreneurial attitudes influence business continuity in small and medium enterprises in the culinary sector in Medan City, especially amidst the development of the creative economy. The research uses a quantitative approach with an associative method. The population of this study includes small and medium enterprises (SMEs) in the culinary sector located in four sub-districts in Medan City, with a sample size of 78 respondents. Data were collected by distributing questionnaires using a Likert scale, then analyzed using multiple linear regression methods, classical assumption tests, coefficient of determination, and hypothesis testing with the help of IBM SPSS software version 26. The study shows that digital literacy has a positive and significant impact on business sustainability. The calculated t-value obtained is 4.906 and the significance level is 0.000. Entrepreneurial attitude has a positive and significant impact on business sustainability, with a calculated t value of 3.917 and a significance level of 0.000. Simultaneously, digital literacy and entrepreneurial attitudes have a significant influence on business sustainability, as indicated by the calculated F value of 236.566 and a significance level of 0.000. The R Square value of 0.863 means that 86.30 % of changes in business sustainability can be explained by two independent variables, while 13.70% is influenced by other factors not included in the model. Digital literacy has a greater influence than entrepreneurial attitudes, based on the Standardized Beta value which reaches 0.527 compared to 0.421.

Keywords: Digital Literacy; Entrepreneurial Attitude; Business Sustainability; Culinary MSMEs; Creative Economy.

1. INTRODUCTION

In many countries, the food and beverage sector has become a crucial part of the rapidly growing creative economy. Digital transformation has transformed the way culinary businesses operate, from online ordering and digital advertising to online store usage and customer management. In such a situation, the ability of entrepreneurs to understand and utilize digital technology is increasingly crucial for maintaining their business continuity. In Indonesia, the food and beverage sector is a crucial part of the creative economy. However, culinary MSME entrepreneurs still face challenges such as a lack of understanding of the digital world, increasingly fierce competition, changing consumer preferences, and the need for continuous innovation. Baharuddin and his research team (2025) explained that low digital literacy levels in small and medium-sized culinary businesses can hinder their ability to use online marketing effectively.

Medan city has many delicious and varied foods to enjoy. This study used data showing that there are 2,044 small and medium enterprises (MSMEs) in the culinary sector located in various districts in Medan City. Furthermore, advancements in digital platforms such as social media, delivery services, and e-commerce present both new opportunities and challenges for entrepreneurs. Sustainable businesses depend not only on product quality but also on adapting to technological developments and market changes.

Besides the ability to access and utilize digital technology, an entrepreneurial attitude is also an important factor that supports the continuity of a business. This attitude is seen in self-confidence, the ability to see opportunities,

creativity, hard work, and the courage to take risks wisely. Business people who have a high entrepreneurial spirit are usually better prepared to face change and more persistent in making decisions to expand their business. Previous research has discussed how digital literacy influences MSME business outcomes and how entrepreneurial attitudes impact business sustainability. In 2023, Wardana and his research team demonstrated that the ability to utilize digital technology and maintain business sustainability are linked to entrepreneurial attitudes in the creative economy. Farhan et al . (2022) and Bidasari et al. (2023) also emphasized the importance of digital literacy for improving MSME performance. Meanwhile, in 2022, Hidayat and his team emphasized the importance of entrepreneurial orientation in achieving business sustainability.

However, there is still an opportunity to test both factors simultaneously in the context of small culinary businesses in Medan City. Therefore, this study examines the impact of Digital Literacy and Entrepreneurial Attitudes on the sustainability of culinary MSMEs in Medan City. This research is expected to help entrepreneurs improve their digital skills and entrepreneurial spirit, as well as serve as a reference for related parties in encouraging the growth of small and medium enterprises.

2. LITERATURE REVIEW

2.1. Business Sustainability

Business sustainability is the ability of a business to continue running its business activities while continuing to develop so that it can operate and remain competitive in the long term. Sustainability is not just about being able to make money, but also the ability of a business to adapt, innovate, retain customers, and respond to changes in the business environment. In this study, business sustainability is the variable measured, which shows how well culinary MSMEs are able to maintain and improve their business.

2.2. Digital Literacy

Digital literacy is the ability of business actors to understand, use, evaluate, and utilize digital technology correctly, so that it can support their various business activities. In the culinary MSME business, digital literacy can be used to market the business through social media, utilize digital platforms and online stores, communicate with buyers, seek market information, and manage business data. Farhan and his team (2022) and Bidasari and his team (2023) stated that digital literacy can help improve the business capabilities of SMEs.

2.3. Entrepreneurial Attitude

An entrepreneurial attitude is a way of thinking and behaving that encourages someone to actively manage their business. This attitude includes self-confidence, the ability to concentrate on tasks, recognizing opportunities, creativity, proactivity, and the courage to take risks. An entrepreneurial attitude is important so that MSME entrepreneurs can not only carry out daily tasks, but also make decisions and improve their businesses.

2.4. Relationship between variables

Digital literacy is considered to have a positive impact on business continuity because the ability to use technology can help small and medium enterprises to expand advertising, get news, communicate with buyers, and be able to adapt to market changes. An entrepreneurial attitude is expected to have a positive impact because the courage to make decisions, the ability to innovate, and the ability to see and utilize opportunities can help businesses survive amidst competition. Simultaneously, these two variables are considered to complement each other in explaining business sustainability.

2.5. Research Hypothesis

- H1 : Digital Literacy has a positive and significant impact on the Sustainability of Culinary MSME Businesses in Medan City.
- H2: Entrepreneurial attitude has a positive and significant influence on the sustainability of culinary MSME businesses in Medan City.
- H3: Digital Literacy and Entrepreneurial Attitude simultaneously have a positive and significant effect on the Sustainability of Culinary MSME Businesses in Medan City.

3. METHOD

This research uses an associative quantitative approach. This research was conducted to understand how the level of digital literacy and entrepreneurial attitudes affect the business continuity of micro, small and medium enterprises (MSMEs) in the culinary sector in Medan City. The population in this study consists of micro, small and medium

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enterprises (MSMEs) in the culinary sector located in four sub-districts in Medan City. The sample used was 78 respondents.

Basic data were obtained by distributing questionnaires to respondents and measured using a Likert scale. The variables studied consisted of Digital Literacy (X_1), Entrepreneurial Attitude (X_2), and Business Sustainability (Y). Data analysis was carried out using the IBM SPSS version 26 program. The methods used include validity tests, reliability tests, classical assumption tests, multiple linear regression, coefficient of determination, t-tests, and F-tests. The regression model used is $Y = a + b_1 X_1 + b_2 X_2$. The t-test is used to see the effect of each independent variable on the dependent variable, while the F-test is used to see the effect of both independent variables simultaneously. The significance level used is 5 percent.

4. RESULTS AND DISCUSSION

4.1. Respondent Characteristics

This study involved 78 respondents from culinary MSMEs in four districts of Medan City. Based on business type, respondents were divided into main food, snack, and beverage businesses.

Type of business	Amount	Percentage
The main food	28	35.90%
Snack	27	34.62%
Drink	23	29.49%
Amount	78	100.00%

Source: Processed data, 2026

Based on the data, the type of business most frequently answered by respondents was the main food business, with 28 businesses, or 35.90 %. This composition indicates that respondents in the study came from a variety of culinary businesses, thus providing a diverse picture of the business conditions studied.

4.2. Multiple Linear Regression Test Results

Model	B	Std. Error	Beta	t	Sig.
Constant	3,567	1,814	-	1,966	0.053
Digital Literacy (X_1)	0.640	0.130	0.527	4,906	0,000
Entrepreneurial Attitude (X_2)	0.659	0.168	0.421	3,917	0,000

Source: Processed data, 2026

Based on the analysis results, the multiple linear regression equation obtained is $Y = 3.567 + 0.640X_1 + 0.659X_2$. The constant of 3.567 indicates the level of Business Sustainability when Digital Literacy and Entrepreneurial Attitude have no value at all. The digital literacy coefficient of 0.640 indicates a positive influence, while the entrepreneurial attitude coefficient of 0.659 also indicates a positive influence.

4.3. Coefficient of Determination

R	R Square	Adjusted R Square
0.929	0.863	0.859

Source: Processed data, 2026

The R-square value of 0.863 indicates that 86.30 % of the change in the level of business sustainability in the research sample can be explained by the level of digital literacy and entrepreneurial attitudes. Meanwhile, the remaining 13.70 % of the variation is explained by other factors not included in the research model.

4.4. Hypothesis Testing

The t-test results show that Digital Literacy has a calculated t-value of 4.906 with a significance level of 0.000. The calculated t-value is greater than the t-table value of 1.992 with a sample size of 78, and a significance level less than 0.05. Therefore, digital literacy has a positive and significant impact on business sustainability, so that hypothesis H1 is accepted.

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Entrepreneurial attitude yields a t-value of 3.917 with a significance level of 0.000. This value is greater than the t-table of 1.992 and its significance is less than 0.05 . Thus , entrepreneurial attitude has a positive and significant influence on business sustainability, so hypothesis H2 is accepted.

Model	F	Sig.
Regression	236,566	0,000

Source: Processed data, 2026

The F test results show a calculated F value of 236.566 and a significance level of 0.000. Since the significance figure is less than 0.05 , Digital Literacy and Entrepreneurial Attitudes jointly significantly influence Business Sustainability. Thus, H3 is accepted.

4.5. Discussion

The Impact of Digital Literacy on Business Sustainability

Research shows that digital literacy has a positive and significant impact on business sustainability. These findings indicate that the better MSME entrepreneurs understand and utilize digital technology, the greater their ability to maintain and expand their operations. Using technology can help entrepreneurs advertise, reach customers, collect data, and adapt to changing consumer shopping habits .

These results align with research by Farhan et al. (2022) and Bidasari et al. (2023), which emphasizes the importance of digital literacy in improving MSME performance. These findings also support research by Wardana et al . (2023), which discusses the relationship between digital literacy and business sustainability in the creative economy. Therefore, digital capabilities serve not only as a promotional tool but also as part of a business's ability to adapt.

The Influence of Entrepreneurial Attitude on Business Sustainability

An entrepreneurial attitude has a positive and real impact on the sustainability of a business. These results show that entrepreneurs who are confident, can see opportunities, dare to take risks wisely, are creative, and act more quickly tend to be more able to keep their businesses running. This attitude helps MSME entrepreneurs to adapt to market changes and make decisions in developing their businesses.

This finding aligns with research by Hidayat et al . (2022), which demonstrated a link between entrepreneurial orientation and business sustainability. In the context of small and medium enterprises (MSMEs) in the culinary sector in Medan, an entrepreneurial attitude is crucial due to intense competition and changes in consumer shopping habits . Business owners must not only perform their daily tasks but also continually seek new opportunities and innovate to ensure their businesses survive.

The influence of digital literacy and entrepreneurial attitudes on business sustainability .

Simultaneously, digital literacy and entrepreneurial attitudes have a real impact on business sustainability with a calculated F value of 236.566 and R Square of 0.863. These results indicate that the sustainability of culinary MSME businesses can be well explained through a combination of digital capabilities and entrepreneurial attitudes. Technology makes it easier to obtain information, advertise products, and reach potential buyers, while the entrepreneurial spirit determines how these opportunities are seized and managed through real efforts.

The Standardized Beta value indicates that Digital Literacy contributes significantly more to the research model, at 0.527, compared to Entrepreneurial Attitude, which is only 0.421. However, both remain important and complementary. Because the study used a cross-sectional design and questionnaire data, the results show a statistically significant effect, but are not intended to be conclusive proof that one factor causes the other.

5. CONCLUSIONS AND SUGGESTIONS

Conclusion

The results of the study indicate that digital literacy has a positive and significant impact on the sustainability of culinary MSME businesses in Medan City. The calculated t-value of 4.906 is greater than 1.992 with a significance level of 0.000 which is less than 0.05. Entrepreneurial attitudes partially have a positive and significant impact on the sustainability of culinary MSME businesses in Medan City. The calculated t-value of 3.917 is greater than 1.992 and a significance level of 0.000 is less than 0.05, so the second hypothesis is accepted.

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Digital literacy and entrepreneurial attitudes together significantly influence a business's ability to survive. The calculated F value of 236.566 and a significance level of 0.000 indicate that both variables jointly influence business sustainability. The R Square value of 0.863 means that 86.30 % of the change in business sustainability can be explained by the two variables used. Digital literacy provides a greater contribution than entrepreneurial attitudes, based on the Standardized Beta value, which is 0.527 compared to 0.421. However, both variables must be developed simultaneously so that digital capabilities can be transformed into adaptable and sustainability-oriented business actions.

Suggestion

Culinary MSME entrepreneurs need to continuously improve their understanding of the digital world. This is not only to promote their business, but also to manage information, communicate with customers, expand their market, and use digital media appropriately for their business needs. Business owners must also strengthen their entrepreneurial spirit by increasing self-confidence, the ability to recognize opportunities, innovate, be proactive, and dare to take risks wisely. For the government and those supporting MSMEs, culinary MSME development programs could focus on training that combines digital skills and an entrepreneurial spirit. Mentoring should include digital marketing practices, information management, data security, leveraging technology to expand markets, and improving business decision-making skills. Future researchers can expand this research by expanding the area and sample size, using a more long-term research design, and adding other variables that may influence business sustainability. Future researchers should also consider the strong link between Digital Literacy and Entrepreneurial Attitudes, as evidenced by the VIF value of 6.336 in this study.

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