

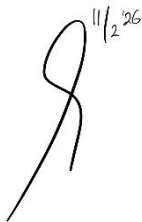
PENGARUH *PROACTIVE PERSONALITY* DAN *ENTREPRENEURSHIP EDUCATION* TERHADAP *DIGITAL LITERACY* DALAM PENGELOLAAN KARYAWAN PADA UMKM DI DAERAH ISTIMEWA YOGYAKARTA DENGAN *GROWTH MINDSET* SEBAGAI VARIABEL MODERASI

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Abstrak

Penelitian ini mengkaji pengaruh *proactive personality* dan *entrepreneurship education* terhadap *digital literacy* dalam pengelolaan karyawan pada UMKM di Daerah Istimewa Yogyakarta, dengan *growth mindset* sebagai variabel moderasi. Penelitian menggunakan pendekatan kuantitatif dengan melibatkan 158 pelaku UMKM yang terlibat langsung dalam pengelolaan karyawan. Data dikumpulkan menggunakan kuesioner dan dianalisis melalui *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan uji hipotesis pada *bootstrapping* menggunakan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *proactive personality* dan *entrepreneurship education* berpengaruh positif dan signifikan terhadap *digital literacy*. Sementara itu, *growth mindset* tidak memoderasi pengaruh *proactive personality* maupun *entrepreneurship education* terhadap *digital literacy*. Secara keseluruhan, model penelitian memiliki daya jelaskan dan kemampuan prediktif yang baik dalam menjelaskan *digital literacy* pada pengelolaan karyawan UMKM. Studi ini memberikan kontribusi empiris terkait peran faktor personal dan pendidikan kewirausahaan dalam meningkatkan literasi digital UMKM, serta implikasi praktis bagi pengembangan program pelatihan pengelolaan karyawan berbasis digital.

Kata Kunci: *Proactive Personality, Digital Literacy, Entrepreneurship Education, Growth Mindset, Moderasi*



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**THE INFLUENCE OF PROACTIVE PERSONALITY AND
ENTREPRENEURSHIP EDUCATION ON DIGITAL LITERACY IN
EMPLOYEE MANAGEMENT AMONG MSMEs IN THE SPECIAL REGION
OF YOGYAKARTA WITH GROWTH MINDSET AS A MODERATING
VARIABLE**

Risma Atik Maulana

Abstract

This study examines the influence of proactive personality and entrepreneurship education on digital literacy in employee management among MSMEs in the Special Region of Yogyakarta, with growth mindset as a moderating variable. This study adopts a quantitative approach, involving 158 MSME actors directly involved in employee management. Data were collected using questionnaires and analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM), with hypothesis testing conducted via the bootstrapping procedure in SmartPLS 4.0. The results indicate that proactive personality and entrepreneurship education have a positive and significant effect on digital literacy. Meanwhile, a growth mindset does not moderate the influence of proactive personality or entrepreneurship education on digital literacy. Overall, the research model demonstrates strong explanatory and predictive power in understanding digital literacy in MSME employee management. This study provides empirical contributions on the roles of personal factors and entrepreneurship education in enhancing digital literacy among MSMEs, as well as practical implications for developing digital-based employee-management training programs.

Keywords: *Proactive Personality, Digital Literacy, Entrepreneurship Education, Growth Mindset, Moderating*