



The Influence of Digital Literacy, Self-Efficacy, and Social Environment on the Intention to Become an Entrepreneur among Gen-Z in Coastal Areas

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ABSTRACT

Keywords:

Digital Literacy, Self-Efficacy, Social Environment, Entrepreneurial Intention

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This study aims to analyze the influence of digital literacy, self-efficacy, and the social environment on the entrepreneurial intentions of Generation Z in coastal areas. Using a quantitative approach with random sampling, this research involved Generation Z respondents from coastal regions. Data were collected through online questionnaires and analyzed using SPSS to examine the relationships between the variables. The findings indicate that digital literacy has a significant positive effect on entrepreneurial intention, suggesting that a better understanding of digital tools and business trends in the digital era opens opportunities for entrepreneurship among coastal youth. Furthermore, self-efficacy was found to significantly enhance entrepreneurial intention, with higher self-confidence fostering stronger entrepreneurial motivations. However, the social environment was found to have an insignificant negative effect on entrepreneurial intention, indicating that despite support from family, peers, and organizations, the environment does not significantly influence entrepreneurship. In conclusion, digital literacy and self-efficacy both positively impact entrepreneurial intention, while the social environment does not play a significant role in shaping these intentions.

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INTRODUCTION

Human resource development (HRD) is one of the most important aspects of a country's economic growth. However, achieving economic growth is difficult due to various issues surrounding human resources (Wulandari, Afdal, & Hariko, 2024). One of the issues related to human resources is unemployment. This problem is caused by the growth in population and the growth in the

working age population, but the number of available jobs is insufficient (Khoiriyah, 2022).



Figure 1: Sidoarjo County Social Services Department

According to Figure 1, the open unemployment rate (TPT) in Sidoarjo Regency in 2023 was 8.05%. While this figure decreased from 8.8% in 2022, the decline was only 8.5%, lower than the average decline of 9.2% in East Java. The downward trend in Sidoarjo is also below the average decline in the unemployment rate in East Java, which reached 11%. The current social orientation, which remains focused on the public sector, also influences the unemployment rate. When a recession occurs in the formal sector, for example, people do not try to create jobs in the informal or private sectors.

In Sidoarjo, many Generation Z individuals are not taking advantage of technological advances. Many have difficulty finding the latest and most relevant information. They also lack the critical thinking skills necessary for entrepreneurship, so they cannot understand the new ways of entrepreneurship presented by digital technology (Pokhrel, 2024).

The relationship between Generation Z and unemployment in Sidoarjo is significant because Gen Z in coastal areas often faces complex challenges, making it difficult for young people to take advantage of opportunities to improve their well-being. These challenges include limited access to infrastructure, information, and environmental degradation, which makes it difficult for young people to improve their well-being (Kristyanto, 2020).

The percentage of poor people in coastal areas is relatively low. The number of poor households in coastal villages is 3,206, compared to the total number of poor households in the entire district, which is 17,485, or 18.34 percent of the five districts with coastal villages. If compared to the total number of poor households in Sidoarjo County, the proportion is only 3.22 percent. These poor people have various jobs related to the coast. 700 of them are fishermen who rely on fishing as their main source of income (Rukin, 2020). There are also fishermen, fish processors, and fish traders. According to the Sedati District Report 2023, the general situation of poverty is summarized in the following table:

Table 1: Sedati Coastal Area in Numbers

No	Desk	Quantity			kilometers squared (km ²)
		Dusun	KK	RT Miskin	
1	Banjar Kemuning	1	310	119	5,59
2	Gisik Cemandi	2	550	324	1,49
3	Segoro Tambak	1	449	197	8,35
4	Tambak Cemandi	2	930	459	4,43
5	Kalangayar	1	1.436	283	27,30

Source: "Kecamatan Dalam Angka," TKPKD, Sidoarjo County.

As a result, many coastal communities experience economic problems that take root and lead to poverty. Here are some of the villages in Sedati Subdistrict, namely Banjar Kemuning, Gisik Cemandi, Segoro Tambak, Tambak Cemandi which are among the coastal villages, Sidoarjo Regency, East Java, Indonesia (Mar'atussoliha, 2020). According to Suksmawati, (2022) An overview of young entrepreneurs in coastal areas shows that most young people are involved in local resource-based business sectors, such as fisheries, seafood processing, culture-based tourism, and handicrafts (Pohan & Novien Rialdy, 2024). The young generation in the region is highly creative in developing unique products that reflect local wisdom. However, many of the z-generation still face obstacles such as lack of access to wider markets, minimal utilization of technology, and lack of business capital (Prabandari, 2024). This points to the need for greater support to empower young entrepreneurs in coastal areas to contribute more significantly to the local economy.

Pitrianti, (2023) states that digital literacy is what creates. Entrepreneurial invention skills that impact entrepreneurial performance. Innovation strengthens digital skills pedagogy, performance uses entrepreneurial spirit, invention can be a key success factor, a beat that differentiates products. Suppress competition and attract more customers. In some studies, self-efficacy is one of the factors that hypnotize young people's intention to become entrepreneurs Sari, (2023) revealed self-efficacy as a primary cognitive antecedent based on entrepreneurial intention and entrepreneurial conduite. Research results Hassan, (2020) also conveyed that self-efficacy has an impact on the research dependent variable in the form of intentions on entrepreneurship positively and significantly, namely as much as 22.90%. A high level of self-efficacy explains the readiness and ability of individuals to deal with challenging conditions during the development of a new venture to pursue their goals (Noor, 2023). Entrepreneurship involves only creativity, risk and initiative, but is a long and challenging process requiring enthusiasm, commitment and perseverance (Saputra, 2023). Therefore, self-efficacy has a positive impact on entrepreneurial success.

Several studies have revealed environmental factors to be an important determinant of entrepreneurial intentions. Wardani & Nugraha, (2021) revealed external factors that affect the research dependent variable in the form of one's intention in entrepreneurship, namely in the form of an environment that occurs in the family, an environment that occurs in society, factors that are within the scope of knowledge and opportunities. This is confirmed by Alicia Florentina research, (2023) which reveals the environment affects the dependent variable of research in the form of a person's intention in entrepreneurship positively and significantly by 39%. Mahbubah & Kurniawan, (2022) explain the definition of the environment is a physical / natural or social phenomenon, including events, situations or conditions that affect or are affected by individual development.

This research contributes theoretically, namely to add to the literature on digital literacy in supporting entrepreneurial intentions, especially in generation Z with an average age of 19-24 years who have attended digital literacy materials in coastal areas. This is relevant because previous literature focuses more on other generations or urban contexts. The practical contribution of this research is to design an entrepreneurship mentoring program that focuses on increasing the confidence of generation Z through role models, mentoring, and business practice training (Setiyawan & Ulfatun, 2023).

RESEARCH METHOD

The method used in this study is a quantitative research method using an explanatory research approach to test the relationship between the independent variable (digital literacy, self-efficacy, environment) and the dependent variable (entrepreneurial intention). Quantitative methods are research methods that use numerical data to answer research and test hypotheses. The data used in this study consisted of two types, namely primary data and secondary data. Primary data was obtained through questionnaires distributed to Generation Z in coastal areas. This questionnaire was designed to measure the research variables, including digital literacy, self-efficacy, social environment, and entrepreneurial intention. Meanwhile, secondary data was drawn from literature, journals, and other relevant sources related to the research topic. This secondary data was used to support the analysis and provide a broader context to the research results (Balaka, 2022).

The population in this study is Gen Z, who live in several villages in the coastal area of Sedati District, Sidoarjo Regency. The total population in this study is 223 young people with an average age of 19-24 years. The sampling technique in this study used a probability sampling with a random sampling technique. To determine the number of samples, researchers used the Slovin formula. The results show a need for 68 samples; to make it easier for researchers,

the sample will be rounded up to 70 respondents. The data collection technique in this study used a survey with a questionnaire distributed to respondents. The instruments used in this study are indicators of statements taken and modified from previous studies. The questions in the questionnaire use an interval scale in the form of a Likert scale with five levels of assessment, from scores 1 to 5.

RESULT AND DISCUSSION

Result

In this study, data was obtained through distributing questionnaires to 70 respondents. The questionnaire was distributed via Google Form to Gen-Z with the age criteria of 19-24 years old who became the sample of this study. Based on the results of the questionnaire, the majority of respondents are men (59.2%), while women (40.8%).

Validity Test

According to Ghazali, (2021) The provisions for testing the validity test are if the significance value is smaller than 0.05, the question item is valid and if the significance value is greater than 0.05, the question is invalid. The basis for the decision taken is:

1. If the value of $r_{count} >$ from the value of r_{table} , then the questionnaire is declared valid.
2. If the value of $r_{count} <$ than the value of r_{table} , then the questionnaire is declared invalid.

Table 1. Validity Test Results

Variable	Statement	R count	R table	Description
Digital literacy (X ₁)	X1.1	0,304	0,231	Valid
	X1.2	0,565	0,231	Valid
	X1.3	0,581	0,231	Valid
	X1.4	0,716	0,231	Valid
Self-efficacy (X ₂)	X2.1	0,710	0,231	Valid
	X2.2	0,728	0,231	Valid
	X2.3	0,634	0,231	Valid
	X2.4	0,655	0,231	Valid
Social environment (X ₃)	X3.1	0,741	0,231	Valid
	X3.2	0,714	0,231	Valid
	X3.3	0,711	0,231	Valid
	X3.4	0,681	0,231	Valid
Entrepreneurial intention (Y)	Y1	0,776	0,231	Valid
	Y2	0,778	0,231	Valid
	Y3	0,702	0,231	Valid
	Y4	0,790	0,231	Valid

Source: Processed by researchers (2025)

From the Table 1, it can be explained that the value of r count > 0.231 based on a significance test of 0.05 means that the item is valid.

Reliability Test

The reliability test is used to determine the strength of the correlation of the items in the questionnaire. The correlation between the statement items in this study was measured using Cronbach's Alpha (Mustafa, 2009). A variable is said to be reliable if the Cronbach's Alpha value is > 0.60 .

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Roller Of Thum	Description
Digital literacy	0,682	0,60	Reliable
Self-efficacy	0,768	0,60	Reliable
Social environment	0,783	0,60	Reliable
Entrepreneurial intention	0,802	0,60	Reliable

Source: Processed by researchers (2025)

From the Table 2 shows that the Cronbach's Alpha value of each independent variable has a reliable average value that is above 0.60. So it can be said that all variables are valid and reliable so that they can be accepted and used for further statistical analysis.

Normality Test

According to Ghozali, (2009) the Normality Test aims to test whether in the regression method the dependent variable and the independent variable both have a normal distribution or not. Whether the data distribution follows a normal distribution, by collecting data from a representative sample. Performing the Kolmogorov-Smirnov test using SPSS statistical software, if the p -value > 0.05 , the data is considered normally distributed.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
Unstandardized Residual			
N			70
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.30523811
Most Differences	Extreme	Absolute	.128
		Positive	.074
		Negative	-.128
Test Statistic			1.072
Asymp. Sig. (2-tailed)			.201

Source: Processed by researchers (2025)

This data is declared normally distributed if the sig value. > 0.05. It can be seen that the table above shows that this data is normally distributed.

Multicollinearity Test

According to Ghozali, (2009) The multicollinearity test aims to test whether the regression model found a correlation between the independent variables. detecting the presence or absence of multicollinearity can be seen in the tolerance and VIF values. If VIF is below or <10 and tolerance value above > 0.1 then there is no multicollinearity.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Digital literacy	0.703	1.423	Non multicollinearity
Self-efficacy	0.444	2.252	Non multicollinearity
Social environment	0.423	2.363	Non multicollinearity

Source: Processed by the tester (2025)

The results of the calculations shown in the table above produce VIF values for all X variables less than 10 (<10) and Tolerance values for all X variables more than 0.1. So it can be concluded that there are no symptoms of multicollinearity in this research model.

Heteroscedasticity Test

According to Ghozali, (2009) The results of the heteroscedasticity test can be seen in table 5 Basic decision making 1. If the significance value is greater than 0.05 then, the conclusion is that there are no symptoms of heteroscedasticity in the regression model 2. If the significance value is smaller than 0.05 then, the conclusion is that there are symptoms of heteroscedasticity in the regression model.

Table 5. Heteroscedasticity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.672	1.493		3.799	.000
X1	-.153	.098	-.212	-1.553	.125
X2	.035	.109	.055	.320	.750
X3	-.131	.094	-.246	-1.393	.168

a. Dependent Variable: ABS_RES

Source: Processed by researchers (2025)

From the calculation, if the significance value is greater than 0.05, the conclusion is that there are no symptoms of heteroscedasticity from the test results above, it can be said that each variable has met the requirements for no heteroscedasticity symptoms.

Autocorrelation Test

According to Ghozali, (2009) If the Durbin Watson value is between du and $4-du$, so there is no sign of autocorrelation. Durbin Watson produces a du value with $k = 3$, $N = 70$, and a significance level of 5% of 1.7028.

Table 6. Autocorrelation Test Results

Model Summary ^b						
Model	R	R Square	Adjusted R Square	R	Std. Error of the Estimate	Durbin-Watson
1	.690	.476	.452		2.35705	2.315

a. Predictors: (Constant), X3, X1,X2
b. Dependent Variable Y1

Source: Processed by researchers (2025)

Based on the table above, the Durbin Watson table value of (k,n) is $(3,70)$, with the information (k) is the number of Independent variables and (n) is the number of samples. Then the DU value = 1.7028 and the DL value = 1.5245 are obtained. Based on the table above, a decision can be made with the criteria $(DL \leq d \leq DU)$, namely $(= 1.5245 > 2.315 < 1.7028)$ if the bold blue value is large, it means there is positive autocorrelation and vice versa.

Linearity Test

According to Ghozali, (2009) the Linearity Test aims to determine whether two variables have a linear relationship significantly or not. If the Deviation from linearity sig value > 0.05 then there is a significant linear relationship between the independent variable and the dependent variable.

Table 7. Linearity Test Results

Anova Table							
			Sum of squares	df	Mean Square	F	Sig.
Y1*X1	Between Groups	(Combinned)	303.905	10	30.390	4.533	.000
		Linearity	225.706	1	225.706	33.662	.000
		Deviation form linearity	78.199	9	8.689	1.296	.259
	Within Groups		395.595	59	6.705		
	Total		699.500	69			

Source: Processed by researchers (2025)

Based on the Table 7 shows the linearity test for digital literacy on entrepreneurial intentions, obtained a significant value of deviation from linearity greater than the real significance $\alpha = 0.05$ ($0.259 > 0.05$), then there is a linear relationship.

Multiple Linear Regression Test

Table 8. Multiple Linear Regression Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.762	2.360		-.323	.748
X1	.463	.156	.317	2.978	.004
X2	.355	.172	.274	2.047	.045
X3	.244	.148	.225	1.644	.105

b. Dependent Variable : Y

Source: Processed by researchers (2025)

Based on the results of simple regression testing in the table above, the results of multiple linear regression are obtained as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = -0.762 + 0.463 X_1 + 0.355 X_2 + 0.244 X_3 + e$$

The multiple linear regression equation is explained as follows:

1. If digital literacy increases by one unit, then entrepreneurial intention will increase by 0.463.
2. If self-efficacy increases by one unit, then entrepreneurial intention will increase by 0.355.
3. If the social environment increases by one unit, the entrepreneurial intention will increase by 0.244.

Partial Test (T Test)

According to Widarjono (2007) the T test is conducted to test how the influence of independent variables individually (partially) on the dependent variable. The test is carried out with a significance of 5% ($\alpha = 0.05$), with the criteria for acceptance or rejection of the hypothesis as follows:

1. If the significance value > 0.05 then H_0 is accepted, then H_a is rejected.
2. If the significance value < 0.05 then H_0 is rejected, then H_a is accepted.

Table 9. T test results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.762	2.360		-.323	.748
	X1	.463	.156	.317	2.978	.004
	X2	.355	.172	.274	2.047	.045
	X3	.244	.148	.225	1.644	.105

a. Dependent Variable: Intensi wirausaha

Source: Processed by Researchers (2025)

1. The t test is used to determine whether each independent variable has a significant effect on the dependent variable. The determination is made by comparing the significance value of 0.05 if the t value is smaller than 0.05, the independent variable affects the dependent variable.
2. The value (sig.) of the digital literacy variable is 0.004 which is > 0.05 . This means that digital literacy significantly affects Gen-Z entrepreneurial intentions in coastal areas, with better digital literacy tending to have higher entrepreneurial intentions.
3. The value (sig.) of the Self-Efficacy variable is 0.045 which is < 0.05 . This means that self-efficacy significantly affects entrepreneurial intention. The more confident Gen-Z in coastal areas, the greater their entrepreneurial intention.
4. The value (sig.) of the Social Environment Variable is 0.105, which is > 0.05 . This means that the social environment has no statistically significant effect on entrepreneurial intention. Although there is a positive relationship, the effect is less strong in this study.

Of the three variables, digital literacy has the most significant influence on entrepreneurial intention, followed by self-efficacy, although social environment has a positive, insignificant relationship in explaining Gen-Z entrepreneurial intention in coastal areas. These results imply that improving digital literacy and strengthening self-efficacy can be prioritized in an effort to increase entrepreneurial intention in young people in coastal areas.

Simultaneous Test (F Test)

According to Widarjono (2007) the F test is used to determine how much influence the independent variables together have on the dependent variable. Sigfinikansi in this F test if the sigfinikansi value (sig) < 0.05 then the independent variable affects the dependent variable.

Table 10. F Test Results

Anova ^b						
Model		Sum of squares	df	Mean Square	F	Sig.
1	Regression	332.826	3	110.942	19.969	.000
	Residual	366.674	66	5.556		
	Total	699.500	69			

a. Predictors: (Constant), lingkungan sosial, literasi digital, efikasi diri

b. Dependent Variable: Intensi wirausaha

Source: Processed by researchers (2025)

The calculated F value of 19.969 measures that the regression model as a whole is significant in explaining the dependent variable. A higher F value indicates that the model is better at predicting the dependent variable compared to a model without independent variables. The Sig value of 0.000 which is much smaller than 0.05 indicates that the regression model is statistically significant. In other words, the independent variables (social environment, digital literacy, self-efficacy) together have a significant influence on the dependent variable (entrepreneurial intention). This regression model can be used to explain the relationship between the independent and dependent variables significantly. This indicates that there is a strong contribution of the independent variables to the variability of entrepreneurial intention

Determinant Coefficient Test (R-Square)

According to Widarjono (2007), the R square coefficient of determination test is a test to explain the proportion of variation in the dependent variable explained by the independent variable.

Table 11. R-Square Test

Model Summary ^b					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.690 ^a	.476	.452		2.35705

a. Predictors: (Constant), lingkungan sosial, literasi digital, efikasi diri

Source: Processed by researchers (2025)

From the Table 11 output above, it can be explained that the R Square (Coefficient of Determination) value is 0.476, which means that about 47.6% of the variation in the dependent variable can be explained by the independent variables in the model. The remaining 52.4% may be influenced by other factors not examined.

Discussion

This study analyzes that digital literacy on entrepreneurial intention has a strong relationship and can be used well to increase entrepreneurial intention. The findings of this study are in line with Mulyati, (2023) which shows a positive and significant relationship between digital literacy and entrepreneurial intention. This shows that digital literacy can increase entrepreneurial intention in Gen Z (Banjarnahor & Sari, 2023). The application of digital literacy with entrepreneurial intentions helps businesses to make the right strategy in running a more innovative business than competitors (Hariyani & Prasetio, 2025). In the theory of planned behavior Ajzen, (1991) Appropriate digital literacy is a driver to help Gen-Z entrepreneurs by implementing relevant entrepreneurial intentions. In the context of Gen Z businesses, digital literacy that increases entrepreneurial intentions by utilizing digital technology applied to design a more adaptive business strategy, thus creating a business that supports the entrepreneurial process in facing various competitions in Gen Z (Faikha & Nurlaili, 2025).

The findings of this study are consistent with Retnowati, (2021) which shows a positive and significant relationship between self-efficacy and entrepreneurial intention. This shows that self-efficacy is able to increase entrepreneurial intentions among Gen Z businesses in coastal areas. Effective application of self-efficacy in Gen Z businesses in coastal areas can improve the ability to manage businesses that can increase entrepreneurial intentions in running a business. This is also supported by previous research conducted by Natasha, (2022) The results showed that there is an effect of self-efficacy on entrepreneurial intentions. This finding is in line with Laurent, (2024) shows that self-efficacy has a positive and significant influence on entrepreneurial intentions. The success of self-efficacy supported by entrepreneurial intentions can ultimately create synergies that encourage the growth of Gen Z entrepreneurs (Prawesti & Cahya, 2024). In the theory of planned behavior Ajzen, (1991) revealed that the ability to maintain strong self-efficacy will maintain Gen Z's entrepreneurial process. In the context of Gen Z's business, self-efficacy can inspire Gen Z to create entrepreneurial intentions with the courage to take risks to start a business which ultimately increases Gen Z's intention to become an entrepreneur.

Furthermore, social environment shows an insignificant influence on entrepreneurial intention, which is consistent with the findings of previous studies Amalia, (2023) While these findings suggest that the social environment plays an important role in various aspects of business, the impact of entrepreneurial intentions on business effectiveness and performance tends to be small. Entrepreneurial intention refers to an individual's commitment to run a business in the future. The application of the social environment to

entrepreneurial intentions cannot improve business capabilities that have no effect on Gen Z entrepreneurs in coastal areas (Mahbubah & Kurniawan, 2022).

The existence of an insignificant correlation between the social environment and entrepreneurial intention will interfere with the role of Gen Z entrepreneurs who try to harmonize the current business regulations with market conditions (Ardhaneswari, 2024). As a result, businesses that fail to address the problem will risk losing competitiveness amid greater competition. In the theory of planned behavior Ajzen, (1991) revealed that digital literacy has no significant effect on entrepreneurial intention if its application is not in accordance with the needs or characteristics of the business. Thus, the overuse of the social environment on entrepreneurial intentions in the context of Gen Z entrepreneurs can lead to social dependence for decision-making and a decrease in entrepreneurial independence (Mahbubah, 2022). In the context of Gen Z's business, excessive dependence on the social environment will hinder business decision-making, resulting in a business without careful planning (Anggara, 2024).

With the results of this study it can be stated that with the application of digital literacy, social environment and self-efficacy are able to influence together and mean that the higher the role of digital literacy, self-efficacy, and social environment applied, it can increase entrepreneurial intentions in Gen Z in coastal areas. Theoretically, digital literacy in the context of Gen Z is the ability to apply technology effectively in supporting entrepreneurial activities. Self-efficacy in Gen Z entrepreneurs involves self-belief in their ability to start a business (Mu Minah, 2024).

The social environment in the context of Gen Z entrepreneurship is the influence of other people who make Gen Z's perceptions, decisions, and attitudes to run a business. The results of this study also show that digital literacy, self-efficacy, social environment have a significant effect on entrepreneurial intention in Gen Z. In line with the study results Khoiriyah et al., (2022) which reveals that digital literacy, self-efficacy, and social environment can have a positive influence on entrepreneurial intention among Gen Z, because these three variables play a role in shaping readiness and courage to start a business. In the theory of planned behavior Ajzen, (1991) revealed that digital literacy, self-efficacy, combined with the social environment on entrepreneurial intentions can strengthen the process in Gen Z's efforts by facilitating to meet business needs. In the context of Gen Z, digital literacy allows Gen Z to access business information, use technology appropriately, and facilitate innovation in the digital realm. Self-efficacy can create confidence and the ability to compete in business challenges, while the social environment in Gen Z either from family or peers can provide moral support, inspiration and social encouragement that strengthens Gen Z's intention to become an entrepreneur.

CONCLUSION

In accordance with the results and discussion that has been presented, conclusions can be drawn, namely: (1) Digital literacy has a positive and significant effect on the entrepreneurial intentions of young people in coastal areas, this can mean that the better the digital literacy of the younger generation through understanding the use of digital devices owned and understanding of business developments in this digital era, it can be an opportunity for young people in entrepreneurship in coastal areas. (2) Self-efficacy has a positive and significant effect on the entrepreneurial intentions of young people in coastal areas, this can mean that the increasing self-efficacy of students through confidence in their abilities, entrepreneurial intentions will also increase. (3) The environment has a negative and insignificant effect on the entrepreneurial intentions of young people in coastal areas, this can mean that the environment is not so influential on young people in entrepreneurship, if young people get support from the surrounding environment both from the family environment, the environment of friends, the environment of the organization. (4) Digital literacy, self-efficacy simultaneously have a positive and significant effect on the entrepreneurial intentions of young people in coastal areas while the environment has a negative effect is not significant to the entrepreneurial intentions of young people in coastal areas. This can be interpreted, there is a good understanding of the digital literacy of the younger generation, the confidence of the entrepreneurial intention of the younger generation in coastal areas.

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