

The Influence of Learning Capability and Sensing Capability on Digital Entrepreneurship with Market Orientation as Moderation



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ABSTRACT: The Influence of Learning Capability and Sensing Capability on Digital Entrepreneurship with Market Orientation as Moderation. Thesis. Yogyakarta: Faculty of Economics and Business, Yogyakarta State University 2024. This research aims to determine the influence of learning capability and sensing capability on digital entrepreneurship with market orientation as moderation.

This research is quantitative descriptive. The subjects in this research were students in Yogyakarta. This research population applies to all students at D.I Yogyakarta who have the desire to build a digital business. The number of samples in this research was 358 students. The sampling technique uses non-probability sampling techniques. Data collection techniques using questionnaires. The validity of the questionnaire was tested using factor analysis (loading factors) and the reliability was tested using Croanbach's Alpha. The data analysis techniques used are multiple regression analysis and moderated regression analysis (MRA).

The results of this research are as follows. (1) Learning capability has no effect on digital entrepreneurship with a parameter coefficient value of 0.196 with a significant level of 0.566 > 0.05 (2) Sensing capability has an effect on digital entrepreneurship with a parameter coefficient value of 0.882 with a significant level of 0.000 < 0.05 (3) Market Orientation as a variable moderating (learning capability*market orientation) is not able to moderate the influence of learning capability on digital entrepreneurship with a parameter coefficient value of 0.004 with a significant level of 0.769 (4) Market orientation as a moderating variable (sensing capability*market orientation) is able to moderate the influence of sensing capability on digital entrepreneurship with a parameter coefficient value of 0.030 with a significant level of 0.044 < 0.05.

KEYWORDS: *learning capability, Sensing capability, Digital Entrepreneurship, Market Orientation.*

I. INTRODUCTION

Globalization has a very different look today, as digitalization has partly introduced three new phenomena. First and foremost, large-scale internet platforms have devalued communications or services and interactions between cultures or regions. Second, digital goods and services are now traded virtually and instantly. And finally, the value of digital use in traditional products has greatly increased (Dobbs et al., 2016). Seeing the urgent need for information in the current era, information and communication technology continues to be developed in the digital realm. At that time, the media and information available were considered inadequate to meet society's demands for fast and relevant information. In the 1940s, the presence of computers finally emerged as an answer to this need. As intelligent computing machines, computers have the ability to create, design, store and process data into information needed by the wider community. Then, the development of this technology continued rapidly, reaching its peak with the emergence of the internet in the 1970s, and continues to be updated today (Sulianta, 2020).

In the information era like now, the role of the internet is very crucial in various aspects of human life. Students widely rely on the internet to fulfill their information needs to support their studies and other activities. This happens because individual needs vary, encouraging them to seek information through the media they deem most appropriate. As a result, various strategies and methods are used to obtain this information. The internet is the main choice because it provides easy access to various literature and scientific references according to the needs of academics. In this information era, the internet has become an information center that can be accessed from various locations without being bound by time and space limitations. The internet is considered a barrier-free information center because it can connect one information site with other information sites in a short time. As an alternative to searching for information, the internet is an option for students besides the library (Tharob et al., 2017).

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Based on the Survey of the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia have reached 78.19 percent as of January 2023 or reached 215.63 million people out of a total population of 275.77 million people. This number increased by 2.67% compared to the previous period of 210.03 million people (APJII, 2023). Although it is currently known that internet usage in Indonesia has reached 275.77 million people, this shows that Indonesia has great potential in utilizing digital technology. Therefore, encouragement and motivation are needed so that the Indonesian population can actively use available technology for entrepreneurial activities. With the increase in internet users in Indonesia, especially in the current circle of life, students who live in the modern era 4.0 are required to be able to think more critically and creatively. Quoted from Okezon, Achmad Zaki, CEO of BukaLapak and as a young man who is successful in running a digital business, advised the younger generation, especially students, to be responsive in taking advantage of existing opportunities. For him, college is a golden period for creativity. Students can freely create by using their time to study and try various things. After that, don't hesitate to take the plunge. Therefore, in this increasingly developing era, there are many opportunities for success for students, active and creative students can easily make money in various ways through gadgets (Roykhan & Millendy, 2020).

The internet has become one of the most popular media sources of information among university students in the world. According to Murtonen, an information source is considered trustworthy and provides satisfaction in meeting information needs. Internet use has become a lifestyle for most students in universities throughout the world. For them, the internet is a functional tool that has changed the way they interact and search for information. Many students use the internet for academic purposes, such as exchanging e-mails with faculty or peers, and even for online business purposes, either as sellers, resellers or buyers. In other words, individuals who have internet access can communicate directly with other people, disseminate useful information, find various information provided by other people, or engage in product buying and selling transactions at minimal costs through a global network (Tharob et al., 2017).

Building a business in the digital era has challenges that require your own foresight and abilities. Therefore, before building a digital business, it is mandatory to have good learning capability, sensing capability and market orientation. (Junita et al., 2020). If a digital entrepreneur wants to do digital business, the individual must understand several elements that must be used in a business context, namely learning capability. In the business context, learning capability refers to the ability of an organization to learn from past experiences and apply this new knowledge to improve performance and achieve strategic goals in the future (Anderson et al., 2009). And someone who has good sensing capability tends to be better able to anticipate market changes, develop appropriate business strategies, and take advantage of existing business opportunities. Thus, sensing capability is an important key in individual business success because it allows them to adapt and compete in a dynamic business environment (Alshanty et al., 2019). Therefore, learning capability and sensing capability can be important factors in the success of digital entrepreneurs.

And coupled with the role of market orientation, it allows companies to learn about customers, competitors and distribution channel members, thereby enabling companies to collect relevant information and utilize it to improve learning capabilities and detect opportunities in the external environment. In this case, individuals can utilize this information to improve their learning capability and sensing capability and develop more effective business strategies. Apart from that, individuals can also utilize market orientation to understand customer needs and develop products or services that better suit customer needs. Therefore, market orientation can be a factor in increasing learning capability and sensing capability in individual businesses (Hernándezlinares et al., 2020)

Based on the explanation above, there are still several studies that state the obstacles for students who want to start a digital business include: (1) Limited knowledge about online business, (2) The large number of frauds in cyberspace, making consumer confidence in online business still lacking, (3) Competition very high online business. (4) Internet connection problems, (5) Supplier problems are problems that can occur at the beginning of starting an online shop business, or can occur in the middle of this business journey.

It can be concluded that globalization in the digital era has had a significant impact, especially seen through the decline in the value of intercultural communication, instant digital trade, and the increase in digital use of traditional products. In Indonesia, internet user growth reached 78.19 percent in January 2023, creating an urgent need for fast information, especially among students who rely heavily on the internet. Opportunities in digital entrepreneurship are increasingly wide open, especially with the positive message from Achmad Zaki, CEO of BukaLapak, who encourages students to be creative and take risks in the college era, where students' potential in utilizing digital technology can bring financial success. However, challenges arise, especially related to learning capability, sensing capability, and market orientation needed in digital entrepreneurship. Students are faced with the constraints of limited digital skills, lack of practical experience, and lack of understanding of dynamic digital markets, requiring effective strategies to overcome these obstacles in building successful and sustainable digital businesses.

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II. METHODOLOGY

This type of research is descriptive research using a quantitative approach and then analyzed using multiple linear regression and MRA (moderating Regression Analysis). Researchers in this study used a sampling technique which was used in this research using a non-probability sampling technique, namely judgmental sampling. Judgmental sampling or purposive sampling is a sampling technique from a population based on criteria in the form of certain considerations (Sugiyono, 2017). The location of this research was carried out at 2 State Universities and 2 Private Universities in the Special Region of Yogyakarta. The sample used in this research was 358 respondents. The respondents are students who want to become digital entrepreneurs and are located in the Kita area, Special Region of Yogyakarta. The selection of respondents was in accordance with the sample requirements set by the researcher.

III. RESEARCH RESULT

Variable	B	t Count	Sig.	Information	R ²	F
(Constant)	12,918					
<i>Learning Capabilities</i>	0.196	0.575	0.566	Not significant	0.742	202.130
<i>Sensing Capabilities</i>	1,492	3,600	0,000	Significant		
<i>Market Orientation</i>	1,557	2,321	0.021	Significant		
<i>Learning Capability*Market Orientation</i>	0.004	0.293	0.769	Not significant		
<i>Sensing Capability*Market Orientation</i>	0.030	2,022	0.044	Significant		
a. Digital Entrepreneurship						

a) The influence of Learning Capability on Digital Entrepreneurship

The results of model 2 regression testing show that there is a significance value of 0.566 ($0.566 > 0.05$) or in other words the t-count result is smaller, $0.575 < 1.649$. This value can provide a rejected hypothesis, which means that "There is no influence of learning capability on digital entrepreneurship. So the hypothesis H0 is rejected.

b) The Influence of Sensing Capability on Digital Entrepreneurship

The results of model 2 regression testing show that there is a significance value of 0.000 ($0.000 < 0.05$) or in other words the tcount results are more prominent than ttable, namely $3,600 > 1,649$. This value can prove that the hypothesis is accepted, which means that "There is an influence of sensing capability on digital entrepreneurship". So the hypothesis H0 is accepted.

c) *Market Orientation Moderates the Effect of Learning Capability on Digital Entrepreneurship*

The results of testing model 2 show that there is a significance value of 0.769 ($0.769 > 0.05$), in other words tcount is smaller than ttable, namely $0.293 < 1.649$. So the coefficient of learning capability on digital entrepreneurship is 0.196 with a significance value of $0.566 > 0.05$, so the result is not significant, while the results of moderation with a coefficient value of 0.004 with a significance value of $0.769 > 0.05$, the result is not significant. Because both cases are not significant, Homologizer Moderation is included, meaning that the potential variable becomes a moderating variable that influences the strength of the relationship between the predictor variable and the dependent variable. However, this variable does not interact with the predictor variables and does not have a significant relationship with the dependent variable. So these results show that market orientation influences learning capability on digital entrepreneurship. then this value can prove that the 3rd hypothesis is rejected.

d) *Market Orientation Moderates the Effect of Sensing Capability on Digital Entrepreneurship*

The results of testing model 2 show that there is a significance value of 0.044 ($0.044 < 0.05$), in other words tcount is greater than ttable, namely $2.022 > 1.649$. So the sensing capability coefficient for digital entrepreneurship is 1.492 with a significance value of $0.000 < 0.05$, so the results are significant, while the moderation results with a coefficient value of -0.030 with a significance value of $0.044 < 0.05$ then the results are significant. Because both occur significantly, it is included in Quasi Moderation, meaning that the variable moderates the relationship between the predictor variable and the dependent variable, where the moderating variables all interact with the predictor variable and become predictors. So this value can prove that the 4th hypothesis is accepted.

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IV. DISCUSSION

The F significance test basically shows whether all the independent variables intended in the model have a joint influence on the dependent variable. The F test is used to test whether the two independent variables and one moderating variable simultaneously influence the dependent variable. In this research, the method used is to compare the F-count and F-table values. If F-count < F-table, then the independent variable simultaneously has no effect on the dependent variable (hypothesis is rejected). If F-count > F-table, then the independent variable simultaneously influences the dependent variable (hypothesis is accepted).

Based on the table above, it can be seen that the F-count has a value of 202.130 which is greater than the F-table, namely 2.026 and a significance value of 0.000 ($p < 0.05$). Thus, it can be said that learning capability, sensing capability and market orientation simultaneously influence digital entrepreneurship.

From the R2 test results, the adjusted R2 value was obtained at 0.738 or 73.8%. This shows that local government performance can be explained by 73.8% by the independent variables, namely learning capability and sensing capability and also the moderating variable, namely market orientation. Meanwhile, 26.2% of the variation in digital entrepreneurship is explained by variables outside the independent variables of this research.

V. CONCLUSION

The results of this research are as follows. (1) Learning capability has no effect on digital entrepreneurship with a parameter coefficient value of 0.196 with a significant level of $0.566 > 0.05$ (2) Sensing capability has an effect on digital entrepreneurship with a parameter coefficient value of 0.882 with a significant level of $0.000 < 0.05$ (3) Market Orientation as a variable moderating (learning capability*market orientation) is not able to moderate the influence of learning capability on digital entrepreneurship with a parameter coefficient value of 0.004 with a significant level of $0.769 > 0.05$ (4) Market orientation as a moderating variable (sensing capability*market orientation) is able to moderate the influence of sensing capability on digital entrepreneurship with a parameter coefficient value of 0.030 with a significant level of $0.044 < 0.05$.

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