



The Influence of Entrepreneurial Literacy, Modernity, and Government Support on Community Welfare through Community Empowerment as a Mediating Variable.

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Abstract

Through community empowerment, this study seeks to examine how entrepreneurial literacy, modernity, and government support affect community welfare. A total of 132 culinary MSME actors in Takalar Regency, South Sulawesi Province, were selected as the research sample. A questionnaire was used to collect data, and structural equation modeling (SEM) was employed for analysis. The findings indicate that community empowerment is positively and significantly influenced by entrepreneurial literacy, modernity, and government support. Furthermore, it was shown that community empowerment significantly enhances community welfare. In addition, the study reveals that the relationship between entrepreneurial literacy, modernity, and government support and community welfare is mediated by community empowerment.

Keywords: Entrepreneurial literacy, modernity, government support, community welfare, community empowerment.

INTRODUCTION

Community welfare is an important indicator in assessing the success of a country's development. Welfare does not only cover economic aspects but also health, education, and overall quality of life. Within the framework of the Sustainable Development Goals (SDGs), welfare is positioned as a primary objective to reduce poverty, enhance equality, and promote





inclusive development (ONU, 2015). Therefore, analyzing the factors that influence community welfare has become a strategic issue in sustainable development.

One of the main contributing factors is entrepreneurial literacy. Entrepreneurial literacy encompasses knowledge, skills, and attitudes in recognizing business opportunities, managing risks, and innovating to create added value (Xu et al., 2024). Research indicates that strong entrepreneurial literacy can enhance community economic resilience by strengthening the capacity of micro, small, and medium enterprises (MSMEs), as well as supporting them in facing global competition (Kauppinen, 2018). However, the low level of entrepreneurial literacy in most developing regions remains a serious obstacle to achieving equitable welfare.

In addition, modernity serves as an important factor in socio-economic transformation. Modernity is characterized by the adoption of digital technology, urbanization, and a shift in mindset toward rationality and efficiency (Inglehart & Welzel, 2025). On the one hand, modernity presents vast opportunities through access to global markets and improved productivity. On the other hand, disparities in technological proficiency often widen inequality, particularly in rural areas with limited infrastructure (Mbah & Ojukwu, 2019). Therefore, the success of modernity in enhancing welfare largely depends on the community's capacity to adapt.

The role of government support is also crucial in creating a conducive environment for welfare. This support includes regulatory policies, financial assistance, training, and infrastructure development (Khan et al., 2022). The government acts as both a facilitator and catalyst for the growth of MSMEs, which serve as drivers of the local economy (Matloob et al., 2023). However, in practice, the effectiveness of such policies is often hindered by complex bureaucracy, unequal distribution of benefits, and a lack of program relevance to the actual needs of the community.

To connect these factors with welfare, community empowerment becomes a key element. Empowerment is understood as an effort to enhance community capacity so that people are able to independently manage resources, make decisions, and develop enterprises (Awaluddin et al., 2024). Through empowerment, entrepreneurial literacy can be optimized, modernity can be accessed more inclusively, and government support can be tangibly felt by the target groups (Wahyuningrat et al., 2024). Thus, empowerment functions as a mediating variable that links various development factors to welfare.

The context in regions such as Takalar Regency reflects a gap between local potential and the actual condition of the community. MSMEs still face capital constraints, low business literacy, and limited use of digital technology. In fact, the economic potential based on local





resources is significant and could be further developed. This situation illustrates structural barriers similar to those found in many developing countries, namely limited access to entrepreneurial education, technology, and policy support (Sarjiyanto et al., 2022).

Strong entrepreneurial literacy can serve as an important strategy to strengthen the competitiveness of MSMEs. Recent studies show that entrepreneurial literacy enhances creativity, innovation, and business resilience in facing global crises (Hasan et al., 2024). On the other hand, modernity accompanied by digitalization provides vast opportunities for rural communities to expand their markets through e-commerce, although this still faces challenges in the form of low digital literacy (Y. Zhang & Zhang, 2024). Thus, entrepreneurial literacy and modernity complement each other in promoting community welfare.

Based on the above discussion, this study aims to analyze the influence of entrepreneurial literacy, modernity, and government support on community welfare, with community empowerment serving as a mediating variable. This research is expected to provide empirical contributions in understanding the relationships among these variables, as well as offer practical implications for formulating regional development policies that are more inclusive, participatory, and sustainable.

LITERATURE REVIEW

Entrepreneurial Literacy

Entrepreneurial literacy is understood as the knowledge, skills, and attitudes of individuals in identifying opportunities, managing risks, and creating value through business activities, serving as an essential foundation for the development of MSMEs and the improvement of community welfare (Xu et al., 2024). A high level of entrepreneurial literacy enables entrepreneurs to be more innovative, adaptive, and resilient in facing global market dynamics (Kauppinen, 2018). In addition, this literacy strengthens creativity, product innovation, and marketing strategies that contribute to business sustainability (Hasan et al., 2024). Moreover, entrepreneurial literacy not only has economic implications but also fosters social innovation relevant to the needs of local communities (barinua (phd) & deinma, 2022).

(H1): Entrepreneurial literacy has a positive and significant effect on community empowerment.

Modernity

Modernity can be understood as a process of social, cultural, and economic transformation characterized by industrialization, urbanization, and the adoption of new technologies that reshape people's mindsets and lifestyles (Inglehart & Welzel, 2025).





Modernity is often associated with improving quality of life through innovation and efficiency, although it also presents challenges in the form of social disparities and unequal access to technology (Mbah & Ojukwu, 2019). In the context of the local economy, modernity creates opportunities for MSMEs to take advantage of digitalization and e-commerce as a means of expanding markets, although limited digital literacy remains a major obstacle (Y. Zhang & Zhang, 2024).

(H2): Modernity has a positive and significant effect on community empowerment.

Government Support

Government support is a crucial factor in creating a conducive entrepreneurial ecosystem through the provision of regulations, access to financing, training, and infrastructure development that supports community economic activities (Khan et al., 2022). The government acts as a facilitator that can strengthen the competitiveness of MSMEs and promote local innovation to remain resilient in global competition (Matloob et al., 2023). (Arias et al., 2023) emphasize that well-targeted policy interventions can enhance community capacity, particularly in the informal sector, which is often overlooked. In addition, government support also functions to expand financial inclusion and reduce structural barriers for vulnerable groups (Tabares et al., 2022).

(H3): Government support has a positive and significant effect on community empowerment.

Community Welfare

Community welfare is generally understood as a condition in which individuals and groups are able to meet their basic needs, achieve a decent standard of living, and have opportunities for social and economic development (Atkinson et al., 2017). (Tabares et al., 2022) emphasize that welfare is not only measured by economic indicators such as income but also by non-economic dimensions such as health, education, social participation, and environmental quality. Research by (Khalil, 2025) shows that welfare is closely related to subjective well-being, which is influenced by psychological and social conditions. Furthermore, (Kuhumba, 2018), through the capability approach, asserts that welfare is achieved when people have the freedom to access meaningful life opportunities, not merely material achievements. Meanwhile, the (ONU, 2015), through the Sustainable Development Goals (SDGs), underlines that community welfare can only be realized if development is inclusive, equitable, and sustainable.

H4: literacy has a positive and significant effect on community welfare

H5: has a positive and significant effect on community welfare





H6: Government support has a positive and significant effect on community welfare

Community empowerment

Community empowerment is a process of enhancing the capacity of individuals and groups so that they are able to control resources, make decisions, and take actions that improve their quality of life (Malta, 2023). In the context of development, empowerment is viewed as a strategy to reduce inequality and strengthen community participation in both economic and social activities (Kurniawan et al., 2023).

H7: Community empowerment has a positive and significant effect on community welfare

H8: Entrepreneurial literacy has a positive and significant effect on community welfare through community empowerment

H9: Modernity has a positive and significant effect on community welfare through community empowerment

H10: Government support has a positive and significant effect on community welfare through community empowerment

RESEARCH METHODOLOGY

Data Collection and Samples

This study employs a quantitative approach with the objective of examining the influence of Entrepreneurial Literacy (X1), Modernity (X2), and Government Support (X3) on Community Welfare (Y) through Community Empowerment (Z) as a mediating variable. According to (Fietze & Boyd, 2017), the quantitative approach allows researchers to collect and analyze numerical data objectively, thereby identifying the relationships among variables empirically. The research population consists of MSME actors in Takalar Regency, totaling 2.850 business units. The sample size was determined using Slovin's formula with a margin of error of 10%, resulting in 132 respondents. The sampling technique applied was Non-Probability Sampling using the Purposive Sampling method, based on the following criteria: (1) active MSME actors in Takalar Regency, (2) businesses operating for at least one year, (3) previous involvement in community empowerment programs, (4) exposure to modernization (e.g., business digitalization), and (5) experience in receiving government support in the form of capital assistance, training, or policy facilitation. Ginn (2018) asserts that purposive sampling is appropriate when researchers require respondents with specific characteristics relevant to the research objectives, although it has limitations in generalizing the findings.

This research was conducted in May 2025 using a questionnaire as the primary data



collection instrument. The questionnaire consisted of 61 items covering respondent demographics and statements measuring each research variable.

Statistical Tools and Methods

Data analysis in this study employed Structural Equation Modeling Partial Least Squares (SEM-PLS) using SmartPLS 4.0 software to examine the relationships among Entrepreneurial Literacy (X1), Modernity (X2), Government Support (X3), Community Empowerment (Z), and Community Welfare (Y). According to (Hair et al., 2019), SEM-PLS is effective for assessing the validity and reliability of both formative and reflective constructs, and it is suitable for models with complex variables and relatively small sample sizes. The analysis consists of two sub-models: the measurement model, which evaluates the validity of indicators in relation to the constructs, and the structural model, which tests causal relationships among latent variables. The indicators of the research variables include Entrepreneurial Knowledge, Entrepreneurial Attitudes, Managerial Skills, and Entrepreneurial Motivation for Entrepreneurial Literacy (Xu et al., 2024); Acceptance of Change, Modern Lifestyle, Rational Mindset, and Technology Adoption for Modernity (Inglehart & Welzel, 2025; Y. Zhang & Zhang, 2024); Policies and Regulations, Financial Assistance, Training and Mentoring, and Infrastructure Facilitation for Government Support (Khan et al., 2022; Matloob et al., 2023); Improvement of Living Capacity, Participation in the Economy, Economic Independence, and Access to Resources for Community Empowerment (Awaluddin et al., 2024; Dushkova & Ivlieva, 2024); as well as Income and Purchasing Power, Quality of Life, Life Satisfaction, and Socioeconomic Resilience for Community Welfare (Atkinson et al., 2017; Tabares et al., 2022). With this framework, SEM-PLS is applied to provide an accurate empirical depiction of the influence of entrepreneurial literacy, modernity, and government support on community welfare through community empowerment as a mediating variable.

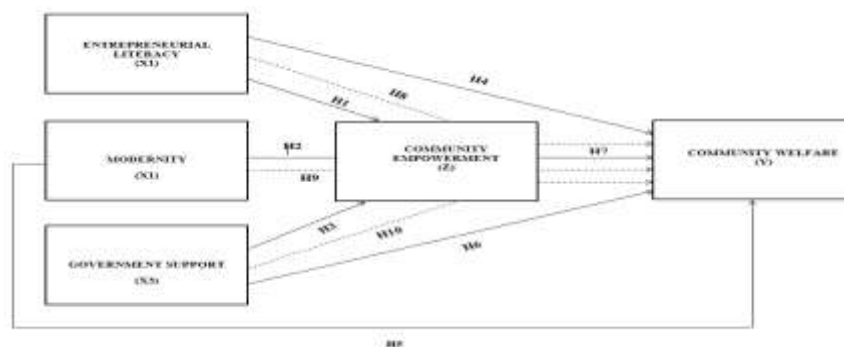


Figure 1. Theoretical Framework

RESULTS AND DISCUSSION

Descriptive statistics

The demographic characteristics of the participants. Referring to the table, it can be observed that the survey participants, who are culinary MSME actors in Takalar Regency, are predominantly male. The largest percentage of business types is traditional processed food, accounting for 35.5%, while the lowest percentage is processed beverages at 14.1%. In addition, the participants also vary in terms of age.

Outer and Inner Assessment Model Results

The results of the outer model analysis indicate that all research variables, namely Entrepreneurial Literacy (EL), Modernity (M), Government Support (GS), Community Welfare (CW), and Community Empowerment (CE), have met the criteria for convergent validity. The factor loading values of all indicators range from 0.973 to 0.982, which are greater than 0.700, confirming that the constructs achieve convergent validity (Hair et al., 2019). In addition, the Average Variance Extracted (AVE) values for all variables are above 0.500, suggesting that the constructs also fulfill the requirements for discriminant validity.

Furthermore, the reliability test results also demonstrate that the measurement model meets the reliability criteria. The Composite Reliability (CR) values range between 0.984 and 0.986, while Cronbach's Alpha values range between 0.984 and 0.986, both exceeding the threshold of 0.700. These findings indicate that all constructs in this study are consistent and reliable for further hypothesis testing (Hair et al., 2019).

In addition, the cross-loading results show that all indicators of EL, M, GS, CW, and CE have values greater than 0.700, which further reinforces the evidence of convergent validity. Taken together, these results confirm that the measurement model of this study is valid and reliable, thus providing a solid basis for the structural model analysis.

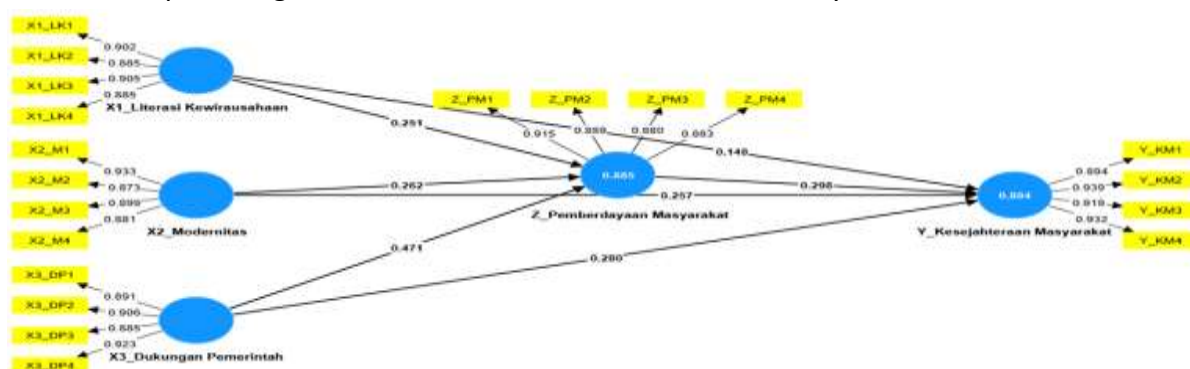


Figure 2. Measurement Model Test Results

Uji R-Square

The R-square test aims to assess the predictive accuracy of the model, with standard thresholds of 0.67 (substantial), 0.33 (moderate), and 0.19 (weak) (Hair et al., 2019). The calculation results show that Community Welfare (KM) has an R-square value of 0.884, indicating that 88.4% of the variance in community welfare is explained by entrepreneurial literacy, modernity, and government support. Furthermore, the R-square value for Community Empowerment (PM) is 0.885, which demonstrates a moderate level of explanatory power.

Uji F Square

In this study, the effect size (f^2) was evaluated using Cohen's criteria, where values of 0.02, 0.15, and 0.35 represent small, medium, and large effects, respectively. The results show that Entrepreneurial Literacy (LK) has a small effect on both Community Welfare (KM) ($f^2 = 0.032$) and Community Empowerment (PM) ($f^2 = 0.099$). Similarly, Modernity (M) demonstrates small effects on KM ($f^2 = 0.085$) and PM ($f^2 = 0.097$), while Government Support (DP) also shows a small effect on KM ($f^2 = 0.105$). However, a notable finding is that Modernity (M) has a large effect on KM with an f^2 value of 0.425, suggesting its strong role in shaping community welfare. Finally, the effect of PM on KM is categorized as small with an f^2 value of 0.088, indicating that most relationships within the model show relatively minor contributions, except for modernity, which stands out as a dominant predictor of community welfare.

DISCUSSION

This study highlights the influence of entrepreneurial literacy, modernity, and government support on community welfare among MSME actors in the culinary sector in Takalar Regency, South Sulawesi Province, by involving community empowerment as a mediating variable. Based on statistical calculations, the findings support all ten proposed hypotheses.

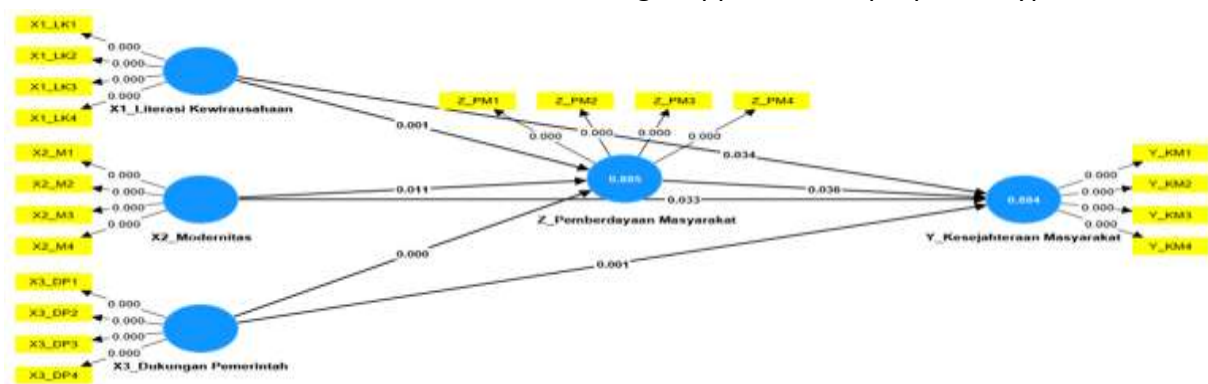


Figure 3. Hypothesis Test Results

Entrepreneurial Literacy has a positive and significant impact on Community Empowerment.

The results of this study demonstrate that entrepreneurial literacy has a positive and significant effect on community empowerment. This means that the higher the level of entrepreneurial literacy possessed by individuals or groups, the greater their ability to manage businesses, make decisions, and seize economic opportunities to enhance self-reliance. (Rijal et al., 2025) emphasize that entrepreneurial literacy strengthens the capacity of business actors in dealing with market uncertainty and business risks. Similarly, (Wardana et al., 2023) found that high entrepreneurial literacy fosters product innovation and business sustainability, which in turn supports the creation of more empowered communities. These findings align with (Kauppinen, 2018), who highlights that entrepreneurial literacy goes beyond technical skills by fostering a proactive and creative mindset in leveraging local economic opportunities.

Modernity has a positive and significant influence on Community Empowerment.

The findings indicate that modernity has a positive and significant effect on community empowerment. This means that the higher the level of modernity reflected in technology adoption, rational thinking, and openness to change the greater the community's ability to be independent and empowered in managing their lives. (Inglehart & Welzel, 2025) asserted that modernity brings a transformation of values, making societies more adaptive to innovation and participatory in development. Likewise, (Y. Zhang & Zhang, 2024) emphasized that modernity, through digitalization, expands community access to information and new business opportunities. Thus, modernity serves as a catalyst that strengthens community capacity in facing global socio-economic dynamics. Similarly, (Nabi et al., 2017) highlighted that modernity broadens political and social participation, which in turn increases public awareness and involvement in development. This indicates that the influence of modernity on community empowerment extends beyond economic aspects, encompassing social and cultural dimensions as well. When compared with previous studies, these results are consistent with the findings of (C. Zhang, 2013), who explained that modernity strengthens the values of freedom, rationality, and community independence. (Sarjiyanto et al., 2022) also emphasized that in the era of a global network society, information technology based modernity creates opportunities for community empowerment through connectivity and collaboration.

Government support has a positive and significant impact on Community Empowerment.

The findings reveal that government support has a positive and significant effect on community empowerment. This indicates that the greater the support provided by the



government whether through regulations, access to financing, or the provision of facilities the stronger the community's capacity to be independent and empowered in economic activities. (Khan et al., 2022) emphasized that the government's role is crucial in creating a conducive business environment through inclusive policies. Similarly, (Matloob et al., 2023) found that government interventions in the form of training and funding strengthen SMEs' ability to adapt to market dynamics.

Entrepreneurial Literacy has a positive and significant impact on Community Welfare.

The results of this study indicate that entrepreneurial literacy has a positive and significant effect on community welfare. This means that the higher the entrepreneurial literacy possessed by individuals or groups, the greater their opportunities to increase income, expand business networks, and achieve a better quality of life. (Rijal et al., 2025) emphasized that entrepreneurial literacy strengthens the resilience of small businesses in facing economic shocks, which ultimately contributes to improving family welfare. Similarly, (Wardana et al., 2023) stated that entrepreneurial literacy plays a crucial role in strengthening MSME sustainability through product innovation and effective marketing strategies. (Kauppinen, 2018) also highlighted that entrepreneurial literacy develops a creative and adaptive mindset, enabling communities to respond to market changes in order to enhance their economic welfare.

Modernity has a positive and significant influence on social welfare.

The findings indicate that modernity has a positive and significant effect on community welfare. This means that the higher the level of modernity, reflected in the adoption of technology, rational shifts in mindset, and openness to innovation, the greater the improvement in people's quality of life. (Inglehart & Welzel, 2025) argue that modernization drives a transformation of societal values toward individual freedom, equality, and broader participation in development. (Y. Zhang & Zhang, 2024) further highlight that digitalization, as an integral part of modernity, enables communities particularly in rural areas to access new economic opportunities that contribute to enhanced welfare. In line with this, (Nabi et al., 2017) demonstrate that modernity broadens access to social and political resources, ultimately fostering more inclusive welfare. When compared with other international literature, these results reinforce the view of (Sarjiyanto et al., 2022) that societies in the network society era have greater access to information and opportunities, which directly impacts their welfare. Thus, this research confirms that modernity is an essential factor that significantly drives improvements in community welfare.



Government support has a positive and significant impact on community welfare.

These findings are consistent with the study by (Chad, 2025), which stated that participatory and responsive policies can expand community access to resources, thereby strengthening their position in development. (Awaluddin et al., 2024) also emphasized that community empowerment often depends on institutional support from the government, whether in the form of regulations or social programs. Furthermore, (ONU, 2015), through the Sustainable Development Goals agenda, affirmed that targeted and inclusive government support is a key element in reducing poverty and improving community welfare. Thus, government involvement not only strengthens the economic dimension but also enhances social quality and the sustainability of development.

Community Empowerment has a positive and significant impact on Community Welfare.

The results of this study show that community empowerment has a positive and significant effect on community welfare. This means that the higher the level of community empowerment, characterized by increased participation, access to resources, capacity building, and economic independence, the better the welfare achieved. (Xu et al., 2024) emphasized that community empowerment is a process of enhancing individual and group control over their lives, which directly impacts quality of life. Similarly, (Karimi et al., 2016) highlighted that effective empowerment not only improves economic skills but also strengthens social aspects such as solidarity and collective participation. Thus, empowerment serves as an essential instrument for enhancing overall welfare. Thus, this study confirms that community empowerment is an essential variable that significantly contributes to improving community welfare across various contexts.

Community Empowerment mediates the influence of Entrepreneurial Literacy on Community Welfare.

The results of this study indicate that community empowerment mediates the influence of entrepreneurial literacy on community welfare. While entrepreneurial literacy enhances individual skills, its impact on welfare is stronger when accompanied by empowerment. Previous literature also supports these findings. (Iltizam Fairuzi et al., 2025) demonstrate that entrepreneurial literacy alone tends to yield only short-term results, whereas empowerment enhances financial access and economic stability. (Moorthy & Sahid, 2022) highlight the importance of integrating literacy and empowerment as essential life skills that foster independence. Furthermore, (Rijal et al., 2025) provide evidence that entrepreneurial literacy



facilitated by empowerment can significantly strengthen the resilience of small businesses and improve family well-being.

Community Empowerment mediates the influence of Modernity on Community Welfare.

The results of this study indicate that community empowerment mediates the influence of modernity on societal well-being. Modernity, which encompasses the adoption of technology, openness of values, and rational thinking, can improve welfare, but its effects are stronger when channeled through empowerment. (Inglehart & Welzel, 2025) affirm that modernization is only effective in enhancing quality of life when supported by active community participation. Similarly, (Y. Zhang & Zhang, 2024) found that digitalization integrated into empowerment programs has a significant impact on rural welfare.

Community Empowerment mediates the influence of Government Support on Community Welfare.

The results of the study indicate that community empowerment positively and significantly mediates the influence of government support on welfare. Government support in the form of regulations, capital assistance, and training does not directly improve welfare but becomes more effective when channeled through empowerment programs. According to (Tabares et al., 2022), public policies combined with empowerment can enhance welfare inclusively, while (Khan et al., 2022) also emphasize that the role of government has a greater impact when communities are actively involved in empowerment programs. These findings align with (Awaluddin et al., 2024), who state that empowerment serves as a bridge between government institutional support and community welfare.

CONCLUSION

Based on the results of the analysis and discussion, the following conclusions can be drawn: 1) Entrepreneurial literacy has a positive and significant effect on community empowerment, 2) Modernity has a positive and significant effect on community empowerment, 3) Government support has a positive and significant effect on community empowerment, 4) Entrepreneurial literacy has a positive and significant effect on community welfare, 5) Modernity has a positive and significant effect on community welfare, 6) Government support has a positive and significant effect on community welfare, 7) Community empowerment has a positive and significant effect on community welfare, 8) Entrepreneurial literacy has a positive and significant effect on community welfare through community empowerment, 9) Modernity has a positive





and significant effect on community welfare through community empowerment, and 10) Government support has a positive and significant effect on community welfare through community empowerment.

Suggestion

Based on the findings of this study, it is recommended that the government further strengthen community empowerment policies by focusing on enhancing entrepreneurial literacy, leveraging modern technology, and providing sustainable access to financial support and training. MSME actors are encouraged to continuously improve their business capacities through innovation and adaptation to digital developments, while the community, in general, should be more proactive in utilizing available empowerment opportunities. Furthermore, future research could explore other variables that may influence community welfare, providing a more comprehensive perspective for formulating inclusive and sustainable development strategies.

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