

## ABSTRACT

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### **THE IMPACT OF DIGITAL LITERACY, BUSINESS SUSTAINABILITY, ENTREPRENEURSHIP ATTITUDE IN CREATIVE ECONOMY BASED ON GEN-Z IN JAKARTA**

(128 Pages, 4 Figures, 23 Tables; 3 Appendix)

The research will focus on the creative industry, since the industry has made a major contribution to Indonesia's economy. This discovery suggest to explore more aspects in the creative economy due to the variations of industry. Current study aims to explore how digital literacy, business sustainability, entrepreneurial attitude, and creative economy have the impact on Gen Z in Jakarta on the Food & Beverage businesses. The research conducted also provides an in-depth understanding of the role entrepreneurial attitude as a mediating variable. The research data is collected from a convenience sample online survey/questionnaire of 200 Gen Z's in Jakarta who owns a business and are an entrepreneur. The method that is used for this research is Quantitative with a non-probability sampling method and will be using data analysis based on SmartPLS 4.0. The findings of this research suggest that digital literacy, business sustainability, entrepreneurial attitude have a crucial factor in creative economy. It also discovered a significant mediation effect of entrepreneurial attitude which explained the need of support from digital literacy and business sustainability. The research is a follow up to the creative economy industry sector post the economic revival due to COVID-19 pandemic.

**Keywords:** Digital Literacy, Business Sustainability, Entrepreneurial Attitude, Creative Economy.

**Reference: 75 (2002-2023)**