



*Research Paper*

## The Influence of Entrepreneurial Capability and Marketing Literacy on the Development of Retail Businesses in Banda Aceh

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### Abstract

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This study aims to examine and analyze the simultaneous influence of entrepreneurial capability and marketing literacy on the development of retail businesses in Banda Aceh. The research employed a quantitative approach. The sample consisted of 99 respondents, determined using the Slovin formula. The sampling technique applied was Probability Sampling with a Proportionate Stratified Random Sampling method. Hypothesis testing was conducted using multiple linear regression analysis at a 95% confidence level ( $\alpha = 0.05$ ). The findings indicate that entrepreneurial capability partially and significantly affects the development of retail businesses in Banda Aceh. Marketing literacy also partially influences retail business development. Furthermore, conscientiousness partially affects the development of retail businesses in Banda Aceh. Simultaneously, entrepreneurial capability and marketing literacy make a significant contribution to the development of retail businesses in Banda Aceh.

**Keywords:** Entrepreneurial Capability, Marketing Literacy, Business Development

### 1. Introduction

The development of the retail business sector in Indonesia has demonstrated significant dynamics alongside changes in the economic structure, advancements in information technology, and shifts in consumer behavior. The retail sector plays a strategic role in both the national and regional economies, as it functions as an intermediary between producers and consumers while simultaneously serving as a major driver of MSME growth and employment generation [1]. At the regional level, particularly in Banda Aceh, the retail business sector has become one of the key industries supporting local economic recovery and growth in the post-conflict and post-disaster period, as well as strengthening community economic resilience [2].



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The micro-enterprise sector represents a globally widespread form of business across countries [3] and serves as an integral component in driving global economic development [4], particularly through entrepreneurial processes that differ from those of large corporations. However, entrepreneurial activities within micro-enterprises frequently encounter conditions of business instability and sustainability challenges. Despite these constraints, micro-enterprises continue to make significant contributions to social impacts and environmental transformation worldwide [5]. These circumstances require micro and small enterprises not only to survive in increasingly competitive markets but also to achieve long-term business sustainability by continuously adapting their business strategies to the evolving conditions of the contemporary era [6].

According to [7], their study revealed that micro-enterprises face numerous challenges and risks in responding effectively and efficiently to various social situations. Several challenges encountered by micro-enterprises include leadership and managerial issues, continuous learning and analytical capability in identifying market opportunities related to digital marketing, as well as entrepreneurial passion and achievement orientation. Furthermore, the 21st century has witnessed the rapid expansion of the digital economy, which is universally accessible to society, thereby intensifying competition and compelling micro-enterprises to adapt to rapid and dynamic market changes. Under such circumstances, achieving business success becomes increasingly difficult for micro-enterprises due to various constraints, particularly limited resources and organizational capabilities [8], [9].

In the era of globalization and the rapid advancement of digital technology, the retail business sector faces substantial challenges as well as significant opportunities. Changes in consumer consumption patterns, easier access to information, and increasingly intense market competition require retail business actors to continuously innovate and adapt their business strategies in order to remain competitive [10]. Within this dynamic environment, entrepreneurial capability and marketing literacy have become two essential elements that must be possessed by business actors, particularly in the retail sector, which is highly dynamic and sensitive to market changes [11].

Entrepreneurial capability reflects the ability of individuals or organizations to identify business opportunities, manage risks, innovate, and develop effective strategies in responding to business challenges [12]. Entrepreneurs with strong entrepreneurial capabilities are more likely to accurately interpret market changes and make strategic decisions that foster business growth. Meanwhile, marketing literacy refers to the understanding and capability of business actors in managing marketing processes effectively, including market segmentation, target market determination, promotional strategy development, brand management, and customer relationship management. Both factors serve as fundamental pillars in developing adaptive and sustainable retail businesses [13].

Nevertheless, the development of the retail business sector in Banda Aceh faces various internal and external challenges. Intensifying competition resulting from the expansion of modern retail businesses and digital platforms has significantly transformed the retail business landscape [14]. Local retail entrepreneurs are required to adapt to these changes to sustain their business operations. Changes in consumer behavior, characterized by increasing sensitivity toward price, product quality, and service quality, as well as growing preferences for convenience and transaction speed, demand stronger managerial and marketing capabilities from business actors [9].

As the capital city of Aceh Province, Banda Aceh has experienced considerable growth in the retail sector over recent years. The emergence of various local retail businesses, such as minimarkets, clothing stores, culinary enterprises, and local e-commerce platforms, reflects

positive economic dynamics within the region. However, such growth has not always progressed smoothly. Many business actors have experienced stagnation or even business failure due to limited understanding of effective marketing strategies and weak adaptability to market changes. Therefore, it is important to examine the extent to which entrepreneurial capability and marketing literacy contribute to supporting the development of retail businesses in Banda Aceh.

This study is considered relevant in addressing the existing gap in the literature and providing empirical evidence regarding internal factors influencing the success of retail businesses, particularly within a regional context. By understanding the relationship between entrepreneurial capability and marketing literacy in relation to business growth, business actors are expected to evaluate and improve their business strategies more effectively. Furthermore, the findings of this study are anticipated to serve as a valuable reference for local governments, training institutions, and educational institutions in designing more effective development and capacity-building programs for MSME actors, particularly those operating within the retail sector.

A preliminary survey was conducted on November 5, 2025, through this platform as a medium for collecting initial data. The respondents in the preliminary survey consisted of 30 retail business actors distributed across several districts in Banda Aceh. Respondents were selected purposively based on the criteria that they had operated their retail businesses for at least one year and were actively engaged in direct sales activities to consumers. The preliminary survey instrument was a brief questionnaire covering three main aspects: entrepreneurial capability, marketing literacy, and retail business development. Entrepreneurial capability was measured through indicators such as the ability to identify business opportunities, willingness to take risks, product innovation, and business management capability. Marketing literacy was assessed through respondents' understanding of basic marketing concepts, use of promotional media, utilization of digital platforms, and capability to reach and retain customers. Meanwhile, retail business development was descriptively measured through respondents' perceptions regarding sales growth, customer growth, and business sustainability.

The results of the preliminary survey indicated that most respondents still faced limitations in terms of entrepreneurial capability and marketing literacy. A considerable number of respondents stated that they did not yet possess clear medium- and long-term business planning and continued to manage their businesses primarily based on personal experience without systematic market analysis. From the perspective of marketing literacy, most respondents admitted that they had not optimally utilized digital media and social media as tools for promotion and marketing communication. Furthermore, the results of the preliminary survey also indicated that the retail business development experienced by respondents tended to stagnate. This condition was reflected in the low level of sales growth and the limited expansion of market reach. Respondents who demonstrated higher levels of entrepreneurial capability and marketing literacy tended to exhibit relatively more positive business development compared to other respondents. These findings strengthen the assumption that entrepreneurial capability and marketing literacy play important roles in promoting the development of retail businesses in Banda Aceh.

Therefore, further research employing a more comprehensive quantitative approach is necessary to empirically examine the influence of these two variables on retail business development. This preliminary survey serves as a strong foundation for formulating the research variables, measurement indicators, and hypotheses to be tested in subsequent studies. Field evidence also indicates that most retail business actors in Banda Aceh still possess relatively low levels of marketing literacy. Many business actors have not optimally utilized digital media and social media as instruments for promotion and marketing communication. The marketing

strategies implemented tend to be passive and poorly planned, resulting in the underutilization of existing market potential. This low level of marketing literacy consequently weakens competitiveness and limits the growth of local retail businesses.

## **2. Method**

### **Research Location and Object**

This research was conducted in Banda Aceh. The object of this study consists of retail business actors operating within the city area. The respondents were selected using a purposive sampling technique, with the criteria that respondents had operated their retail businesses for at least one year and were actively engaged in direct sales activities to consumers. This criterion was applied to ensure that respondents possessed sufficient experience and understanding regarding business operations, entrepreneurial capability, marketing literacy, and business development.

### **Research Design**

The research design of this study is based on a quantitative approach aimed at examining the influence of entrepreneurial capability and marketing literacy on the development of retail businesses in Banda Aceh. The study began with the identification of research problems related to the challenges faced by retail business actors in adapting to market changes, competition, and digital transformation, which were subsequently formulated into research questions. Furthermore, relevant theories concerning entrepreneurial capability, marketing literacy, and business development were utilized as the theoretical foundation to address the research objectives [15]. A research design can be defined as a systematic plan that guides researchers in collecting, measuring, and analyzing data to answer research problems (Creswell, 2018). In addition, a research design encompasses all procedures required in conducting research, including problem formulation, data collection, data analysis, and interpretation of findings. Therefore, an appropriate research design is essential to ensure that the research objectives are achieved effectively and systematically [16].

In this study, a quantitative research design was selected because it enables the researcher to measure the influence of entrepreneurial capability and marketing literacy on retail business development through statistical analysis. Data were collected through questionnaires distributed to retail business actors in Banda Aceh, and the results were analyzed using multiple linear regression analysis to determine the relationship between the independent and dependent variables.

### **Population**

The population is defined as a generalization area consisting of objects or subjects that possess specific characteristics determined by the researcher to be studied and from which conclusions can be drawn [16]. In quantitative research, determining an appropriate population is essential to ensure that the findings accurately reflect the research objectives. The population in this study consists of all retail business actors operating in Banda Aceh. This population was selected because retail business actors possess direct experience in managing and developing their businesses, enabling them to provide relevant evaluations regarding entrepreneurial capability, marketing literacy, and retail business development. Since the exact number of retail business actors in Banda Aceh is not precisely known and continues to change dynamically, the population in this study is categorized as an infinite population.

## Sample

A sample is defined as a subset of the population that represents the characteristics of the population being studied [16]. Sampling is necessary when it is not feasible to study the entire population due to limitations in time, cost, and resources. Therefore, the selected sample must adequately represent the characteristics of the population to ensure reliable and valid research findings. In this study, the respondents consisted of retail business actors operating in Banda Aceh. Since the exact number of retail business actors is unknown, the sample size was determined using the infinite population formula. The respondents in this study were selected based on specific criteria, namely retail business actors who had operated their businesses for at least one year and were actively involved in direct selling activities to consumers. These criteria were applied to ensure that respondents possessed sufficient knowledge and experience related to entrepreneurial capability, marketing literacy, and retail business development. The sample size in this study was determined using the infinite population formula as follows:

$$n = \frac{N}{1 + Ne}$$

Where:

n = Sample size / number of respondents

N = Population size

e = Margin of error or the tolerated sampling error rate; in this study, e = 0.1 (10%)

$$\begin{aligned} n &= \frac{10166}{1 + 10166 (0,10)^2} \\ n &= \frac{10166}{102,66} \\ n &= 99 \text{ responden} \end{aligned}$$

Based on the calculation, the minimum sample required in this study was approximately 99 respondents. However, to improve the reliability and accuracy of the research findings, this study employed 99 respondents as the research sample [16]. The sampling technique used in this study was Probability Sampling with a Proportionate Stratified Random Sampling approach. This technique was selected to ensure that each member of the population had an equal opportunity to be selected as a respondent while also maintaining proportional representation across different categories of retail business actors in Banda Aceh. The use of this sampling technique is expected to provide more representative data and strengthen the validity of the research findings in explaining the relationship between entrepreneurial capability, marketing literacy, and retail business development.

## Data Analysis Techniques

Data analysis in this study was conducted using the IBM SPSS Statistics software package. Data analysis techniques play an important role in ensuring that the collected data can be interpreted accurately and utilized to address the research objectives [17]. The analytical techniques employed in this study included validity testing, reliability testing, descriptive statistical analysis, normality testing, and classical assumption tests. The validity test was conducted to determine whether the questionnaire items were capable of accurately measuring the research variables. Meanwhile, the reliability test was used to assess the consistency and stability of the measurement instrument. Descriptive statistical analysis was applied to describe the characteristics of respondents and their responses to the variables examined in the study.

Furthermore, the normality test was carried out to determine whether the data were normally distributed, which is one of the requirements for regression analysis [16]. To examine the influence of entrepreneurial capability and marketing literacy on retail business development, this study employed multiple linear regression analysis. In addition, the coefficient of determination ( $R^2$ ) was used to measure the extent to which the independent variables explain the dependent variable. Hypothesis testing was conducted using the t-test to determine the partial effect of each independent variable on retail business development, while the F-test was used to examine the simultaneous effect of entrepreneurial capability and marketing literacy on retail business development. The regression model used in this study is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

- Y = Retail Business Development
- a = Constant
- $b_1, b_2$  = Regression coefficients
- $X_1$  = Entrepreneurial Capability
- $X_2$  = Marketing Literacy
- e = Error term / residual variable

### Data Testing

#### Validity Testing

Validity refers to the extent to which an instrument measures what it is intended to measure and accurately reflects the variables under study. In this research, validity testing was conducted using the Pearson Product-Moment Correlation with a 95% confidence level [18].

#### Reliability Testing

Reliability testing was performed using the internal consistency approach by examining item-total correlations. Items with correlation values above 0.20 were considered reliable [19].

### Classical Assumption Tests

#### Normality Test

Data is considered normally distributed if the probability value  $> 0.05$ ; otherwise, it is not normally distributed [20].

#### Multicollinearity Test

Conducted to detect correlations among independent variables. A good regression model should not exhibit multicollinearity [20].

#### Heteroscedasticity Test

Conducted to test whether residual variance is constant across observations. Homoscedasticity indicates equal variance, while heteroscedasticity indicates unequal variance [20].

### Hypothesis Testing

#### t-Test

According to [18], the t-test is used to evaluate the partial significance of the independent variable on the dependent variable. In this study, the t-test is used to examine whether experiential marketing has a significant effect on guests' revisit intention in the hotel industry.

The hypothesis is accepted if the significance value is less than 0.05, indicating that experiential marketing significantly influences revisit intention).

### F-Test

The F-test is used to evaluate the simultaneous significance of all independent variables on the dependent variable [18].

## 3. Result and Discussion

### Presenting the Results

#### Validity Test Results

The validity of the data in this study was tested using the Pearson Product–Moment Correlation with the assistance of SPSS software. The validity test aims to determine whether each questionnaire item can accurately measure the variables of experiential marketing and revisit intention. An item is considered valid if the correlation value (r-count) is greater than the r-table value at a significance level of 5%. The results of the validity test show that all questionnaire items have correlation values greater than the critical value of 0.196 ( $\alpha = 0.05$ ), indicating that all items are valid and statistically significant. This result also indicates that each indicator used in this study can measure the intended construct consistently and appropriately. Therefore, all questionnaire items were considered suitable for further analysis. As shown in Table 1 below:

**Tabel 1. Validity Test Results**

| No | Variable                        | Item | r-count | r-table (n = 99) | Description |
|----|---------------------------------|------|---------|------------------|-------------|
| 1  | Retail Business Development (Y) | A1   | 0.236   | 0.194            | Valid       |
|    |                                 | A2   | 0.568   | 0.194            | Valid       |
|    |                                 | A3   | 0.710   | 0.194            | Valid       |
|    |                                 | A4   | 0.710   | 0.194            | Valid       |
|    |                                 | A5   | 0.606   | 0.194            | Valid       |
| 2  | Entrepreneurial Capability (X1) | B1   | 0.787   | 0.194            | Valid       |
|    |                                 | B2   | 0.783   | 0.194            | Valid       |
|    |                                 | B3   | 0.739   | 0.194            | Valid       |
|    |                                 | B4   | 0.800   | 0.194            | Valid       |
|    |                                 | B5   | 0.667   | 0.194            | Valid       |
| 3  | Marketing Literacy (X2)         | C1   | 0.580   | 0.194            | Valid       |
|    |                                 | C2   | 0.609   | 0.194            | Valid       |
|    |                                 | C3   | 0.604   | 0.194            | Valid       |
|    |                                 | C4   | 0.554   | 0.194            | Valid       |
|    |                                 | C5   | 0.255   | 0.194            | Valid       |

Based on the validity test results presented in the table above, all questionnaire items used in this study are declared valid. This is indicated by the value of r-count for each item being greater than the r-table value of 0.194 at a significance level of 5% with a sample size of 99 respondents. For the Retail Business Development variable (Y), all items from A1 to A5 have r-count values exceeding the r-table value, indicating that each item can measure the intended construct appropriately. Similarly, the Entrepreneurial Capability variable (X1) demonstrates strong validity across all measurement items, with r-count values ranging from 0.667 to 0.800. Furthermore, all items measuring the Marketing Literacy variable (X2) also satisfy the validity

criteria, as their r-count values are higher than the required r-table value. Therefore, it can be concluded that all questionnaire items used in this research are appropriate and feasible to be utilized as research instruments for measuring entrepreneurial capability, marketing literacy, and retail business development in Banda Aceh.

### Reliability Test Results

Reliability testing was performed using internal consistency (Cronbach's Alpha). Create a Discussion A Cronbach's Alpha value greater than 0.60 is considered acceptable, while values above 0.80 indicate high reliability. All research variables exceeded 0.70, confirming that the instruments were reliable. Reliability testing was performed using internal consistency (Cronbach's Alpha). The results are presented in Table 2:

**Table 2. Reliability Test Results**

| No | Variable                        | Reliability Value | Cronbach's Alpha | Description |
|----|---------------------------------|-------------------|------------------|-------------|
| 1  | Retail Business Development (Y) | 0.773             | 0.60             | Reliable    |
| 2  | Entrepreneurial Capability (X1) | 0.897             | 0.60             | Reliable    |
| 3  | Marketing Literacy (X2)         | 0.739             | 0.60             | Reliable    |

Based on the reliability test results presented in the table above, all research variables are categorized as reliable. This is indicated by the Cronbach's Alpha values of each variable being greater than the minimum reliability standard of 0.60. The Retail Business Development variable (Y) obtained a Cronbach's Alpha value of 0.773, indicating that the measurement instrument has a good level of consistency. The Entrepreneurial Capability variable (X1) produced the highest reliability value of 0.897, demonstrating a very strong level of internal consistency among the questionnaire items. Meanwhile, the Marketing Literacy variable (X2) obtained a Cronbach's Alpha value of 0.739, which also indicates that the instrument is reliable and consistent in measuring the intended construct. Therefore, it can be concluded that all questionnaire items used in this study are reliable and suitable for measuring entrepreneurial capability, marketing literacy, and retail business development in Banda Aceh.

### Normality Test Results

The normality test in this study was conducted to determine whether the data were normally distributed, which is one of the assumptions required in regression analysis. The normality test was performed using the Normal Probability Plot (P-P Plot) generated through SPSS [20]. The results of the normality test show that the data points are distributed around the diagonal line and follow the direction of the line. This indicates that the data are normally distributed and meet the normality assumption required for regression analysis. Therefore, it can be concluded that the regression model in this study is appropriate for further analysis.

Based on the results of the One-Sample Kolmogorov-Smirnov Test presented in Table 4.10, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the significance level of 0.05. This result indicates that the residual data are normally distributed. The normality test is conducted to determine whether the residual values in the regression model follow a normal distribution, which is one of the important assumptions in multiple linear regression analysis. Since the significance value exceeds 0.05, it can be concluded that the regression model in this study satisfies the normality assumption. Therefore, the data used in this research are appropriate for further statistical analysis using multiple linear regression to examine the influence of

entrepreneurial capability and marketing literacy on retail business development in Banda Aceh.

#### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 99                      |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | .30242130               |
| Most Extreme Differences         | Absolute       | .240                    |
|                                  | Positive       | .174                    |
|                                  | Negative       | -.040                   |
| Asymp. Sig. (2-tailed)           |                | .200                    |

#### Multicollinearity Test Results

The multicollinearity test aimed to determine whether high correlations existed among independent variables. Tolerance values greater than 0.10 and VIF values below 10 indicate the absence of multicollinearity. The results indicate that no independent variable had a tolerance value below 0.10 or a VIF value above 10, confirming that multicollinearity was absent.

| No                     | Independent Variables           | Tolerance | VIF                        | Description          |
|------------------------|---------------------------------|-----------|----------------------------|----------------------|
| 1                      | Entrepreneurial Capability (X1) | 0.664     | 1.506                      | No Multicollinearity |
| 2                      | Marketing Literacy (X2)         | 0.664     | 1.506                      | No Multicollinearity |
| Variable               | Tolerance                       | VIF       | Criteria                   | Result               |
| Experiential Marketing | 1.000                           | 1.000     | Tolerance > 0.10, VIF < 10 | No Multicollinearity |

Based on the multicollinearity test results presented in the table above, it can be concluded that there is no multicollinearity problem among the independent variables in this study. This conclusion is supported by the tolerance values of both variables being greater than 0.10 and the Variance Inflation Factor (VIF) values being lower than 10. The Entrepreneurial Capability variable (X1) obtained a tolerance value of 0.664 and a VIF value of 1.506. Similarly, the Marketing Literacy variable (X2) also produced a tolerance value of 0.664 and a VIF value of 1.506. These results indicate that there is no strong correlation among the independent variables that could interfere with the regression analysis. Therefore, the regression model used in this study fulfills the multicollinearity assumption and is considered appropriate for analyzing the influence of entrepreneurial capability and marketing literacy on retail business development in Banda Aceh.

#### Hypothesis Testing

##### Partial Test (t-Test)

The hypothesis of this study states that experiential marketing has a significant influence on guests' revisit intention. To examine this relationship, a simple linear regression model was applied to estimate the effect of the independent variable (experiential marketing) on the dependent variable (revisit intention).

**Table 4. The Influence of Independent Variable on the Dependen Variable**

| No | Variable Name                   | Beta ( $\beta$ ) | Standard Error | t-count | t-table | Sig.  |
|----|---------------------------------|------------------|----------------|---------|---------|-------|
| 1  | Constant                        | 1.164            | 0.157          | 7.405   | 1.985   | 0.000 |
| 2  | Entrepreneurial Capability (X1) | 0.625            | 0.036          | 17.364  | 1.985   | 0.000 |
| 3  | Marketing Literacy (X2)         | 0.174            | 0.043          | 4.031   | 1.985   | 0.000 |

Based on the results presented in Table 4.12, the multiple linear regression equation in this study can be formulated as follows:

$$Y = 1.164 + 0.625X_1 + 0.174X_2 + e$$

The regression equation indicates that entrepreneurial capability and marketing literacy have positive effects on retail business development in Banda Aceh. The constant value of 1.164 indicates that if the independent variables, namely entrepreneurial capability and marketing literacy, are assumed to be constant or equal to zero, the value of retail business development would remain at 1.164. The Entrepreneurial Capability variable (X1) has a regression coefficient of 0.625 with a significance value of 0.000, which is lower than 0.05. In addition, the t-count value of 17.364 is greater than the t-table value of 1.985. These findings indicate that entrepreneurial capability has a positive and significant partial effect on retail business development. This means that an increase in entrepreneurial capability will significantly enhance the development of retail businesses. Meanwhile, the Marketing Literacy variable (X2) obtained a regression coefficient of 0.174 with a significance value of 0.000, which is also lower than 0.05. The t-count value of 4.031 exceeds the t-table value of 1.985, indicating that marketing literacy also has a positive and significant partial effect on retail business development. This suggests that better marketing literacy contributes to improved retail business growth and sustainability. Overall, the results demonstrate that entrepreneurial capability and marketing literacy are important factors influencing the development of retail businesses in Banda Aceh.

### Simultaneous Test (F-Test)

To examine the influence of experiential marketing on guests' revisit intention in the hotel industry, the F-test (statistical F-test) was employed. The F-test is used to determine whether the regression model is significant and can explain the relationship between the independent variable and the dependent variable. If the calculated F-value ( $F_{\text{calculated}}$ ) is greater than the critical F-value ( $F_{\text{table}}$ ), then the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_a$ ) is accepted. Conversely, if the calculated F-value is less than the critical F-value, then the null hypothesis is accepted and the alternative hypothesis is rejected. The results of the F-test indicate whether experiential marketing simultaneously has a significant effect on guests' revisit intention. The results of the analysis are presented in the following table:

**Table 5. Anova**

| Model      | Sum of Squares | Df | Mean Squares | F-count | F-table | Sig.               |
|------------|----------------|----|--------------|---------|---------|--------------------|
| Regression | 20.743         | 2  | 10.371       | 300.452 | 3.091   | 0.000 <sup>a</sup> |
| Residual   | 3.314          | 96 | 0.035        |         |         |                    |
| Total      | 24.057         | 98 |              |         |         |                    |

Based on the results of the simultaneous significance test (F-test) presented in the table above, the F-count value is 300.452, which is substantially greater than the F-table value of 3.091. In addition, the significance value of 0.000 is lower than the significance level of 0.05. These findings indicate that entrepreneurial capability and marketing literacy simultaneously have a positive and significant effect on retail business development in Banda Aceh. Therefore, the regression model used in this study is considered statistically significant and appropriate for explaining the relationship between the independent variables and the dependent variable. The results suggest that improvements in entrepreneurial capability and marketing literacy collectively contribute to enhancing the growth and sustainability of retail businesses. This demonstrates that the success of retail business development is not solely influenced by one factor, but rather by the combined role of entrepreneurial competence and effective marketing understanding among retail business actors in Banda Aceh.

## Create a Discussion

### The Partial Influence of Entrepreneurial Capability on Retail Business Development

The results of this study indicate that entrepreneurial capability has a positive and significant partial effect on retail business development in Banda Aceh. This finding is evidenced by the t-count value of 17.364, which is greater than the t-table value of 1.985, as well as the significance value of 0.000, which is lower than the significance level of 0.05. These results demonstrate that entrepreneurial capability is an important factor in supporting the growth and sustainability of retail businesses. The positive regression coefficient value of 0.625 indicates that an increase in entrepreneurial capability contributes positively to retail business development. In other words, the better the entrepreneurial capability possessed by business actors, the greater the potential for business growth and sustainability. Entrepreneurial capability reflects the ability of business actors to identify business opportunities, manage resources effectively, innovate, make strategic decisions, and take calculated risks in response to market changes.

This finding is consistent with the theory proposed by Baron and Shane (2015), which states that entrepreneurial capability is a crucial determinant of business success because it enables entrepreneurs to adapt to dynamic business environments and maintain competitive advantage. Retail business actors with strong entrepreneurial capability tend to be more proactive in identifying market opportunities, developing innovative products and services, and responding effectively to consumer demands and market competition. In the context of retail businesses in Banda Aceh, entrepreneurial capability plays an increasingly important role amid the rapid development of modern retail and digital business competition. Retail business actors who possess strong managerial skills, creativity, and adaptability are more capable of sustaining and expanding their businesses. Conversely, business actors with limited entrepreneurial capability often experience difficulties in developing effective business strategies, resulting in stagnant business growth and limited market expansion.

The findings of this study also support previous research conducted by [4], [7] which emphasized that entrepreneurial capability significantly influences business performance and sustainability, particularly among micro and small enterprises. Entrepreneurs who possess strong entrepreneurial competencies are generally more capable of overcoming business challenges, utilizing digital opportunities, and maintaining long-term business continuity. Therefore, enhancing entrepreneurial capability among retail business actors should become a strategic priority for both business owners and relevant stakeholders. Training programs, entrepreneurship development initiatives, and managerial skill enhancement activities are expected to improve the capability of retail entrepreneurs in managing and developing their businesses more effectively and sustainably.

### **The Partial Influence of Marketing Literacy on Retail Business Development**

The results of this study indicate that marketing literacy has a positive and significant partial effect on retail business development in Banda Aceh. This finding is demonstrated by the t-count value of 4.031, which is greater than the t-table value of 1.985, as well as the significance value of 0.000, which is lower than the significance level of 0.05. These results confirm that marketing literacy is an important factor influencing the development and sustainability of retail businesses. The positive regression coefficient value of 0.174 indicates that improvements in marketing literacy contribute positively to retail business development. This means that the higher the level of marketing literacy possessed by retail business actors, the greater the opportunity for business growth and market expansion. Marketing literacy reflects the capability of business actors to understand and implement marketing concepts effectively, including market segmentation, pricing strategies, promotional activities, customer relationship management, and the utilization of digital marketing platforms.

This finding is in line with the theory proposed by Kotler and Armstrong (2018), which states that effective marketing capability enables businesses to identify consumer needs, create customer value, and maintain competitive advantage in increasingly dynamic markets. Business actors with strong marketing literacy are generally better able to design appropriate marketing strategies, attract consumers, and retain customer loyalty, thereby contributing to improved business performance. In the context of retail businesses in Banda Aceh, marketing literacy has become increasingly important due to changes in consumer behavior and the rapid growth of digital technology. Consumers today tend to seek convenience, speed, and accessibility in purchasing products and services. Therefore, retail business actors who can utilize digital marketing media, social media platforms, and online promotional strategies tend to achieve better business development compared to those who still rely solely on conventional marketing methods.

The findings of this study also support previous studies suggesting that marketing literacy significantly influences business growth and competitiveness, particularly among MSMEs. Retail business actors who possess adequate marketing knowledge are more capable of understanding market trends, identifying target consumers, and developing effective communication strategies to increase sales and customer engagement. However, the preliminary survey findings revealed that many retail business actors in Banda Aceh still demonstrate relatively low levels of marketing literacy. A significant number of respondents admitted that they had not optimally utilized digital media and social media as tools for promotion and marketing communication. As a result, their market reach and business competitiveness remain limited. Therefore, improving marketing literacy among retail business actors is essential to support sustainable business development. Efforts such as marketing training programs, digital marketing workshops, and business mentoring initiatives are expected to enhance the marketing capabilities of retail entrepreneurs, enabling them to compete more effectively in the increasingly competitive retail market environment.

### **4. Conclusion**

The findings of this study demonstrate that experiential marketing has a significant partial effect on guests' revisit intention in the hotel industry. This indicates that the overall experience perceived by guests plays an important role in influencing their intention to revisit. Furthermore, experiential marketing simultaneously exerts a significant influence on revisit intention, suggesting that improving customer experience can effectively enhance guest loyalty and encourage repeat visits.

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## Authors' contributions and responsibilities

Rian Purnama: conceptualization, methodology, writing – original draft, supervision. Mimiasri: supervision, writing – review & editing. Muhammad Jaka Wiratama: investigation, formal analysis.

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## Availability of data and materials

All data are available from the authors.

## Competing interests

The authors declare no competing interest.

## Additional information

No additional information from the authors.

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