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Level of Knowledge and Attitude of Dried Fish Traders Towards Interest in Utilising Digital Markets Along the Coast of Malabero Village, Bengkulu City

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ABSTRACT

Purpose: *This study aims to examine the level of knowledge and attitudes of dried fish traders and analyse their influence on the interest in utilising digital markets along the coastal area of Malabero Village, Bengkulu City.* ***Methodology:*** *A quantitative descriptive approach was employed using a census method, involving all 13 dried fish traders as respondents. Data were collected through observation, interviews, and questionnaires using a four-point Likert scale and analysed using multiple linear regression with SPSS.* ***Results:*** *The results indicate that traders' interest in utilising digital markets is categorised as high. Knowledge ($t = 5.411$; $p < 0.05$) and attitude ($t = 3.538$; $p < 0.05$) have positive and significant effects on interest. Simultaneously, both variables significantly influence interest ($F = 34.997$; $p < 0.05$). The coefficient of determination ($R^2 = 0.875$) shows that 87.5% of the variation in interest is explained by knowledge and attitude.* ***Findings:*** *Knowledge is identified as the most dominant factor influencing traders' interest in utilising digital markets.* ***Novelty:*** *This study highlights digital literacy among small-scale coastal traders, a group that remains underexplored in digital market adoption studies.* ***Originality:*** *The research provides empirical evidence from a limited coastal trading community using a census approach.* ***Conclusion:*** *Knowledge and attitude significantly influence traders' interest; however, the small sample size (n = 13) limits generalisation. Enhancing digital literacy through training and support is essential.*
Type of Paper: *Research Article*

INTRODUCTION

The rapid development of digital technology in recent years has significantly transformed various economic sectors, including the marketing of agricultural and fisheries products. The increasing use of smartphones, internet access, and digital platforms such as online marketplaces and social media has accelerated the digitalisation process. This transformation not only affects large enterprises but also small-scale businesses, including coastal micro-enterprises (Ministry of Cooperatives and SMEs, 2024).

Malabero Village, located in Bengkulu City, is a coastal area known for its dried fish trading activities. Most traders operate traditional businesses that rely on direct customer visits, strategic roadside selling locations, and regular local buyers. However, changes in consumer behaviour between 2022 and 2025 have shifted purchasing patterns towards more practical, fast, and flexible

online transactions. Consumers increasingly search for products online, compare reviews, and complete transactions through digital platforms (Ministry of Marine Affairs and Fisheries, 2021).

This shift creates both opportunities and challenges for dried fish traders. Digital platforms such as Facebook Marketplace and WhatsApp Business provide opportunities to expand market reach beyond local consumers. Dried fish products are particularly suitable for digital marketing due to their relatively long shelf life and ease of packaging. However, preliminary observations indicate that the adoption of digital markets among traders in Malabero remains uneven. Some traders have begun to use digital platforms, while others face challenges due to limited technological knowledge, low digital literacy, lack of access to devices, and concerns about online risks (Ministry of Communication and Informatics, 2022).

From a theoretical perspective, the Theory of Planned Behaviour proposed by (Ajzen 1991) explains that behavioural intention is influenced by individual factors such as knowledge and attitude. Knowledge reflects an individual's understanding of digital technology, while attitude represents their evaluation of its usefulness. In addition, the Diffusion of Innovation theory (Rogers, 2003) suggests that the adoption of new technology depends on awareness, perception, and readiness. Previous studies have shown that knowledge and attitude significantly influence the adoption of digital marketing among small-scale traders (Sari, 2021; Nugroho, 2020; Putri, 2023).
Despite the growing importance of digital markets, empirical studies focusing on coastal micro-enterprises, particularly dried fish traders, remain limited. Therefore, this study aims to examine the level of knowledge and attitudes of dried fish traders and analyse their influence on interest in utilising digital markets in Malabero Village, Bengkulu City.

METHOD

This study was conducted in Malabero Village, Teluk Segara District, Bengkulu City, Indonesia, in January 2026. The research employed a quantitative approach with a descriptive design to analyse the level of knowledge and attitude of dried fish traders and their influence on interest in utilising digital markets.

The population of this study consisted of all dried fish traders operating permanently along the coastal area of Malabero Village. Due to the limited population size, a census method was applied, where all 13 traders were included as respondents. The variables examined in this study were knowledge (X_1) and attitude (X_2) as independent variables, and interest in utilising digital markets (Y) as the dependent variable.

Data were collected using primary and secondary sources. Primary data were obtained through direct observation, structured interviews, and questionnaires distributed to respondents. The questionnaire used a four-point Likert scale ranging from 1 (strongly disagree) to 4 (strongly agree), designed to measure respondents' knowledge, attitudes, and interest in digital market utilisation. Secondary data were obtained from relevant literature, government reports, and previous studies.

Data analysis was conducted using descriptive statistics and multiple linear regression analysis. Descriptive analysis was used to determine the level of knowledge, attitude, and interest of traders, while multiple linear regression was applied to examine the influence of knowledge and attitude on interest in utilising digital markets. The regression model used in this study is expressed as:

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

Where Y represents interest in utilising digital markets, X_1 represents knowledge, X_2 represents attitude, a is a constant, b_1 and b_2 are regression coefficients, and e is the error term.

Hypothesis testing was conducted using the t-test to examine the partial effect of each independent variable and the F-test to evaluate the simultaneous effect of all independent variables on the dependent variable at a significance level of 5%. The coefficient of determination (R^2) was

used to measure how well the independent variables explain the variation in the dependent variable.

All data were processed using Statistical Product and Service Solutions (SPSS) version 21.0. It should be noted that the relatively small sample size (n = 13), representing the entire population in the study area, limits the generalisability of the findings.

RESULTS AND DISCUSSION

RESULTS

This study aims to analyze the effect of Knowledge and Attitude on the Interest of dried fish traders in utilizing digital markets. The data were analyzed using multiple linear regression. The results of the statistical analysis are presented systematically through several tests, including the F-test (simultaneous), coefficient of determination (R^2), regression equation, and t-test (partial).

Simultaneous Test (F-Test)

The results of the F-test are presented in Table 1.

Table 1. ANOVA Test Results

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	26.519	2	13.259	34.997	.000[b]
	Residual	3.789	10	.379		
	Total	30.308	12			

a. Dependent Variable: Interest
b. Predictors: (Constant), Attitude, Knowledge

Source: Processed Data, 2026

Based on Table 1, the calculated F value is 34.997 with a significance level of 0.000. This value is greater than the F table value of 4.10, and the significance value is less than 0.05. These results indicate that Knowledge and Attitude simultaneously have a significant effect on Interest. Thus, the regression model used in this study is statistically feasible and appropriate for explaining the relationship between variables.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) is used to measure the ability of independent variables in explaining the dependent variable.

In this study, the R^2 value is 0.875. This means that 87.5% of the variation in Interest can be explained by Knowledge and Attitude. Meanwhile, the remaining 12.5% is influenced by other variables not included in this research model.

Regression Equation

The regression equation obtained in this study is as follows:

$$\mathbf{Y = 3.214 + 0.611X_1 + 0.375X_2}$$

Where:

Y=Interest
X_1=Knowledge
X_2 = Attitude

This equation shows that both independent variables have a positive effect on Interest. The constant value of 3.214 indicates the baseline level of Interest when all independent variables are assumed to be constant.

Partial Test (t-Test)

The results of the t-test are presented in Table 2.

Table 2. Coefficients Test Results

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.214	2.829		1.136	.282		
	Knowledge	.611	.113	.666	5.411	.000	.826	1.211
	Attitude	.375	.106	.435	3.538	.005	.826	1.211

a. Dependent Variable: Interest

Source: Processed Data, 2026

Based on Table 2, the Knowledge variable has a t-value of 5.411 with a significance value of 0.000, which is less than 0.05. This indicates that Knowledge has a positive and significant effect on Interest. The regression coefficient of 0.611 means that an increase in Knowledge will lead to an increase in Interest.

The Attitude variable has a t-value of 3.538 with a significance value of 0.005, which is also less than 0.05. This shows that Attitude has a positive and significant effect on Interest. The regression coefficient of 0.375 indicates that a more positive attitude will increase Interest.

Dominant Variable

Based on the standardized coefficients (Beta), the Knowledge variable has a value of 0.666, which is higher than Attitude (0.435). This indicates that Knowledge is the most dominant variable influencing Interest.

DISCUSSION

The results of this study indicate that Knowledge and Attitude simultaneously have a significant effect on the Interest of dried fish traders in utilizing digital markets. This finding confirms that both cognitive factors (knowledge) and affective factors (attitude) play an important role in influencing behavioral intentions, particularly in the adoption of digital technology.

From a theoretical perspective, knowledge is a fundamental factor in shaping individual behavior and decision-making. Individuals with higher levels of knowledge tend to better understand the benefits, functions, and potential risks of digital markets, thereby increasing their confidence in adopting such technology. This supports the theory that knowledge reduces uncertainty and facilitates more rational decision-making processes in the adoption of innovation.

Partially, Knowledge is identified as the most dominant variable influencing Interest. This finding implies that a deeper understanding of digital market mechanisms, benefits, and opportunities is crucial in encouraging traders to adopt digital platforms. In line with empirical evidence, traders who possess adequate knowledge are more likely to perceive digital markets as beneficial and feasible to use. Therefore, improving digital literacy through education and training programs becomes a strategic effort to increase digital adoption among traditional traders.

Attitude also shows a positive and significant effect on Interest. A positive attitude, reflected in openness to innovation and acceptance of technology, can encourage traders to utilize digital

markets. However, its influence is lower compared to Knowledge, indicating that positive perception alone is not sufficient without adequate understanding. This suggests that attitude functions as a supporting factor, while knowledge acts as the primary driver in shaping interest.

These findings are consistent with previous studies, such as Nisa and Rahman (2019), which state that Knowledge and Attitude significantly influence an individual's intention to adopt digital technology. The consistency between this study and previous research strengthens the empirical evidence that both variables are critical determinants in technology adoption behavior.

Furthermore, this study contributes to the development of economic knowledge, particularly in the context of digital market adoption among small-scale traders. It provides new empirical insight by focusing on dried fish traders, representing a traditional sector that is still in the early stage of digital transformation. The findings emphasize that increasing knowledge is a key strategy in enhancing traders' interest, especially in coastal and traditional communities where access to digital information and technology remains limited.

CONCLUSION

This study concludes that dried fish traders' interest in utilizing digital markets is high, indicating strong willingness to adopt digital platforms. Empirical results show that Knowledge and Attitude have positive and significant effects on Interest, both partially and simultaneously. Partially, Knowledge exerts a stronger influence than Attitude, suggesting that better understanding of digital market benefits and usage significantly increases adoption intention. Attitude also contributes positively, though to a lesser extent.

Simultaneously, both variables significantly influence Interest, with the R^2 value indicating strong explanatory power, though other factors remain unexamined. Theoretically, this study reinforces cognitive and affective factors in technology adoption. Practically, improving digital literacy through training and assistance is essential to encourage traditional traders. This research contributes to knowledge on digital transformation among small-scale traders. Future studies should include additional variables such as access to technology, digital skills, capital, and external support for a more comprehensive understanding.

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