

The Role of Dropship Through E-Commerce in Fostering Entrepreneurial Interest

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Abstract—The purpose of this study was to determine the role of dropship on student entrepreneurship interest. It is important to understand how students shape their entrepreneurial interests because these interests can be the single best predictor of actual entrepreneurship. This research was conducted in June-July 2021. The method used in this research is descriptive quantitative method in the form of a survey. The survey was conducted through a google form in the form of a questionnaire (questionnaire). The research instrument consisted of 15 questions. The results show that dropship through e-commerce has a positive role in student entrepreneurial interest.

Keywords—dropship, e-commerce, entrepreneurial interest

I. INTRODUCTION

Today, entrepreneurship skills are one of the main attributes for students if they want to successfully enter the business world after graduation [1]. Previous research has shown that entrepreneurship benefits not only university reputation, but student success as well. Research also reveals that faculty have an important role in driving not only university entrepreneurial activities but also educational activities leading to students' professional success [2].

Researchers agree that entrepreneurship education can be done by making students feel competitive in the business world, for example, as a business creation or self-promotion of entrepreneurship [3]. Society needs education to prepare students with the tools and abilities to find success in an uncertain future. Entrepreneurship education has the potential to deliver relevant curricula and competencies to support young people to develop resilience, independence, innovation and the ability to recognize opportunities to lead productive and rewarding lives in a post-COVID-19 environment [4]. Entrepreneurship encourages students to overcome the rapidly growing challenges due to the pandemic.

Inspiration requires motivation, being energetic and directing behavior towards a desired goal. It also involves triggers, such as people, ideas, or events [5] that can influence new thoughts and behaviors that help individuals achieve a desired target. In the context of entrepreneurship, entrepreneurial inspiration has been defined as 'a change of heart (emotion) and mind (motivation) brought about by events

or inputs from the program and directed towards considering becoming an entrepreneur' [6].

It is important to understand how students shape their entrepreneurial interests because these interests can be the single best predictor of true entrepreneurship [7]. Students learning about entrepreneurship can influence entrepreneurial inspiration, defined as a change in students' hearts or minds about becoming an entrepreneur. This may be the result of events or input from entrepreneurship education [6]. We believe that entrepreneurial inspiration is triggered by learning about courses, when participating in student associations will increase students' entrepreneurial attitudes. In particular, inspiration generated from student participation will be of the 'practical inspiration' type [8]. From a general education policy perspective, we believe that partnerships between education and business as well as cross-ministerial collaboration at the national level need to be encouraged to better support students, develop entrepreneurial interests as described above [9].

In Western countries, from the end of the last century to 2008, e-commerce was only a "small desert" in the big world of the commercial system because of its excellent commercial infrastructure and active commercial activities. The operation has not received the attention it deserves for its technology and construction, and has not been able to attract enough talent for the job. Therefore, foreign universities tend to focus on e-commerce at the technical level aspect [10].

The US Census Bureau, reports that e-commerce activity in the United States is growing faster than total economic activity. Over the past few years, the share of e-commerce has continued to increase in the following major economic sectors: the manufacturing industry, wholesalers, retailers, and the service industry [11]. Online e-commerce, which is becoming increasingly popular on the Internet, is growing every year; global sales of goods via e-commerce reached US\$2 trillion in 2019. This figure is expected to double by 2021, reaching US\$4.5 trillion [12]. Research notes the transforming trend of consumer behavior in the internet environment. The process of change in business forms and methods is also important. This has led to the realization that now most attention is paid to the conceptual basis of component marketing in e-commerce [13].

In today's highly competitive digital trading marketplace, it's easy to miss new online ventures being launched and those missing. The success of such ventures largely depends on the quality of the e-commerce platform. This is even more so in the case of a dropshipping-based business model, where businesses with similar profiles are intensively working to get customers to sell goods sent by the same distributor [14].

The term dropship means that the dropship agent does not physically see, package, or deliver the product to the buyer and this activity is carried out by the product owner. According to the Indonesian Sharia Advisor, to become a dropship agent, agents only need to have internet access and promote the owner's products online. In a dropshipping transaction, the agent sells the product on behalf of the owner without physically holding the product. No need for capital and agents only needs to have a telephone or computer and internet access to promote the owner's product via the internet on social media. In a dropship transaction, there are three parties involved, namely the product owner, the dropship agent and the customer [15].

The advantages of the dropship system include not having to provide a place, no need to provide goods and only need a device (gadget) to market goods through social media is the most effective way, where many social media users are active and interact there. So with a dropshipping work system, you will be able to generate large profit potential. Considering that dropshippers don't need to spend money to provide goods, rent a place and minimal promotional costs because they can be promoted through social media.

Seeing the large public interest in e-commerce and the rise of the dropship system in digital trade, we are interested in researching the role of dropship through e-commerce in fostering the entrepreneurial interest of students.

II. RESEARCH METHODS

This research is quantitative descriptive in the form of a survey that describes the role of dropship through e-commerce in increasing student entrepreneurial interest. This research was conducted from June to July 2021. In this study the data used came from primary data, namely questionnaires and secondary data in the form of journals, articles, and previous research. In this study, the population used by the researcher is 4th semester students who have obtained entrepreneurship courses. This research uses a questionnaire via google form. With the google form, the researcher asked the respondents 15 questions related to dropshipping through e-commerce and entrepreneurial interest in students. This study uses purposive sampling with certain requirements, namely, in addition to having completed the entrepreneurship course, the student is also active in e-commerce. From a total population of 100 students, there are 55 students who qualify as samples.

III. RESULTS AND DISCUSSION

Based on the results of the questionnaire distribution that has been carried out, the data obtained are then analyzed using

SPSS. Prior to the parametric statistical test, the normality test and homogeneity test were first carried out. Normality test was carried out using the Kolmogorov-Smirnov test. Normality test results are as follows (Table 1).

TABLE I. ONE-SAMPLE KOLMOGOROV-SMIRNOV TEST

		Unstandardized Residual
N		55
Normal Parameters, b	mean	,000000
	Std. Deviation	,84385712
Most Extreme Differences	Absolute	,087
	Positive	0,080
	negative	-,087
Test Statistics		,087
asymp. Sig. (2-tailed)		,200c,d

^a Test distribution is Normal.

^b Calculated from data.

^c Lilliefors Significance Correction.

^d This is a lower bound of the true significance.

The significance value in the Kolmogorov-Smirnov Test is $0.2 > 0.05$, which means the research data is normally distributed. Then the homogeneity test was carried out with the following results.

TABLE II. TEST OF HOMOGENEITY OF VARIANCES INTEREST

Levene Statistics	df1	df2	Sig.
1,723	9	42	,114

Based on the Table 2, it is known that the significance value of entrepreneurial interest is 0.114. Because the value of $0.114 > 0.05$, it can be concluded that the data on entrepreneurial interest is homogeneous.

After confirming that the research data is normal and homogeneous, it is continued by using simple linear regression analysis. The dependent variable in this regression analysis is Y (interest in entrepreneurship) while the independent variable is X (role of dropship). Based on the results of data processing using SPSS software, a summary is obtained as in the Table 3.

TABLE III. COEFFICIENTS^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2,258	,478		4,728	,000
	Dropship	,376	,123	,387	3,058	,003

^a Dependent Variable: Interest

a is a constant number from Unstandardized Coefficients of 2.258, which means that if there is no role for dropship through e-commerce (X), the consistent value of student entrepreneurial interest is 2.258.

B is a regression coefficient of 0.376. This means that for every 1% addition to dropship through e-commerce, the entrepreneurial interest of students will increase by 0.376.

The significance value of this simple regression test is $0.003 < 0.05$. So, it can be said that dropshipping through e-commerce has a positive role in student entrepreneurial interest. And the regression equation is $Y = 2.258 + 0.376 X$.

To determine the magnitude of the role of dropship through e-commerce on entrepreneurial interest in simple regression analysis, we can refer to the R square value contained in the SPSS output as follows.

TABLE IV. MODEL SUMMARY^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,387a	,150	,134	,85178

^a Predictors: (Constant), Dropship

^b Dependent Variable: Interest

From the Table 4, it is known that the RSquare value is 0.150. This value means that the role of dropship through e-commerce on student entrepreneurial interest is 15%, while 85% of student entrepreneurial interest is influenced by other variables not examined.

IV. CONCLUSION

From the results of the analysis above, it can be seen that dropship through e-commerce has a positive role in student entrepreneurial interest. The role of dropship through e-commerce in growing student entrepreneurial interest is 15%.

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