

# E-Commerce Knowledge in the Digital Era on Students' Entrepreneurial Interest

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## ABSTRACT

This study aims to investigate the entrepreneurial interest of the Social Sciences students from Institut Pendidikan Indonesia after studying the concept of E-Commerce in the digital era during the Entrepreneurship course. To achieve the objective, the study utilized descriptive quantitative approach through which the independent variable was investigated without making any comparisons with other variables. The study selected the students of Social Science Education as the population of the study from which 53 students were drawn as the sample. The results showed that the Entrepreneurship course and understanding of e-commerce have a positive and significant effect on the students' entrepreneurial interest.

**Keywords:** *Social Entrepreneurship, Economy, Covid-19 Pandemic.*

## 1. INTRODUCTION

The development of information and technology which becomes more sophisticated by days affects the global business including the electronic trading or e-commerce. There are many e-commerce platforms available internationally and locally. On the international level, for instance, there are Amazon, eBay, Rakuten, Alibaba, and JD.com, while on the local, there are Bukalapak, Tokopedia, Shopee, and Lazada.

Internet is the most important technology that can provide people with the information as a medium of communication. People have easy access to the information and communication because there are internet facilities [1]. Currently, people's communication and activities are facilitated by important communication tools namely smartphones and social media. To a great extent, people use these media for e-commerce or business purposes [2].

The continuing growth of the electronic system (e-commerce) gives new experiences to the entrepreneurs today by which they are provided with fast, precise and accurate information about businesses. E-commerce to a

great extent helps many business people in making purchases, sales, online marketing, distribution and services [3].

The development of e-commerce in Indonesia is growing rapidly. In the fourth quarter of 2020, it experienced an increase of 36% from the previous quarter. This is proportional to the number of transactions which increased by 53% from the third quarter, reaching more than 750 thousand transactions occurring in various marketplaces in the last three months. The largest number of transactions took place at the health and beauty product category which increased of more than 80%, and the sales value was more than 60% compared to the previous quarter. A significant increase also occurred in the electronic product category, which recorded a 31% increase in the number of transactions in the fourth quarter, and a 35% increase in sales value compared to the previous quarter. The sales for Mom and Baby products also increased by 31% with sales value increasing by more than 25%. An increase in the number of transactions was also experienced by children's toys and pet food products, each of which increased by more than 50% compared to the previous quarter.

The pandemic condition that has yet improved since early 2021 encourages e-commerce use to expand this year. This is in line with Statista in the Digital Market Outlook report stating that e-commerce users in Indonesia are predicted to grow 15% this year from a total of 138 million users in 2020 to 159 million users in 2021. Meanwhile, the industry's revenue is predicted to increase by 26% reaching US\$ 38 million, from US\$ 30 million in 2020 [4].

E-Commerce is the process of buying and selling services or products between two parties via the internet (Commerce-net). It is a type of electronic business mechanism with a focus on individual-based business transactions using the internet as a medium of exchanging goods or services between agencies or individuals with agencies (NetReady), [5]. It is often a website that can be accessed to serve online sales transactions so as to increase product sales [6].

Entrepreneurship is an individual activity to develop and build a business with a new concept or idea [7]. Entrepreneurship education is a process of forming and instilling knowledge, skills, attitudes, and abilities to an entrepreneur through training, mentoring, or practical experience [8].

Entrepreneurship course in each university is set up as independent course or compulsory course whose objective is to increase the competitive value of the targeted materials. It is designed and carried out to make students have the required skills and new entrepreneurial interests to create business opportunities either for themselves or their environment [9]. The way to foster entrepreneurial motivation today is through the development of social capital online [10].

In reality, there are three conditions that are likely to happen to college students upon completing their studies. First, they become a civil servant or an employee of a private company. Second, they may end up being unemployed due to fierce competition among graduates or decreasing job opportunities that match their educational background. Third, they open their own business (entrepreneurship). Mery (2014) in [11] states that "Entrepreneurship activities are believed to be a tool to boost economic growth and to solve other economic problems such as unemployment". That entrepreneurship or building one own business is an effort that can be done to reduce unemployment [12]. Similarly, Ven Sriram and Tigineh [13] state that "Entrepreneurship is lauded as an engine of economic development and job creation". Then that many countries got multi advantages from entrepreneurship. In addition to economic benefits, other advantages are also enjoyed by the public in terms of standard of living, social responsibility, and strengthening the industry [14]. Therefore, Alma [15] explains that the more advanced a country, the more educated people and the more there is a need for entrepreneurship. From this, it is clear that the students

should have knowledge and motivation for entrepreneurship to minimize unemployment among fresh graduates [16].

The entrepreneurial motivation of the Social Science students at Institut Pendidikan Indonesia is actually there. It is apparent in their active and enthusiastic participation when they were assigned to do an actual practice of using e-commerce as a part of the course activities. Every student was required by the lecturer to create five accounts to market the creative products which can be their own products or others on the currently trending e-commerce platforms such as Bukalapak, Shopee, Tokopedia, Lazada, and Blibli. The results which were documented in the links and screenshots turned out to be unexpected. Some students were already familiar with online sales. In fact, some other students were able to achieve high sales. One of the assessment criteria of the lecturer was the students' presentations reporting their marketing experience on five e-commerce platforms and the level of sales. The purpose of this research is to determine the level of student interest in e-commerce in the digital era.

## 2. METHODS

The study utilized a descriptive method with a quantitative approach. According to Sugiyono [17], descriptive research is conducted to determine the value of independent variables, either one or more (independent) variables without making comparisons to or connection with other variables. This study used a quantitative approach since the data obtained consist of numbers that allow statistical analysis techniques to be used. The study was carried out to the class of 2019 majoring in Social Science Education from April to May 2020. To be specific, the study was conducted on a total of 53 students who served as the sample of the study and have been selected by using the probability sampling technique. The students who were chosen were the ones that are active and have taken entrepreneurship courses in the previous semester.

## 3. RESULTS AND DISCUSSION

Based on the results of the study, it can be discussed as follows:

1. E-Commerce knowledge in the digital era on the students' entrepreneurial interest.

The results of the hypothesis testing showed that e-commerce has a positive and significant effect on the entrepreneurial interest of Social Science Education students ( $0.004 < 0.05$  as the limit value). Furthermore, the simple linear regression equation is  $Y = 2.678 + 0.385X$ , meaning that; a) the constant value of 2.678 indicates the students' relatively low interest in entrepreneurship if the e-commerce variable in the digital

era does not exist, b) the regression coefficient of the e-commerce variable is 0.358 meaning that if the e-commerce variable increases by one unit, then the students' interest in entrepreneurship increases by 0.385.

Entrepreneurship can be initiated and developed from many factors. One of these factors is learning. Through entrepreneurial learning, it is hoped that it can generate interest and increase students' curiosity about entrepreneurship so that it will form an entrepreneurial attitude in order to create new entrepreneurs [18].

The purpose of entrepreneurship learning should be able to provide provisions for students through 3 dimensions, namely aspects of managerial skills, production technical skills and personality developmental skills (aspects of managerial skills, production engineering expertise and personality development skills).

Research results of Yulianti (2013) show that entrepreneurial learning and motivation have a positive effect on interest in entrepreneurship [19]. In addition, this study also supports research from Nur Aryani Fathonah which states that Entrepreneurship Learning has a positive influence on students' Interest in Entrepreneurship [20].

2. Entrepreneurship course and e-commerce knowledge on the students' entrepreneurial interests

Based on the results of the research, it was found that entrepreneurship course and e-commerce knowledge in the digital era have a positive and significant impact on the students' interest in entrepreneurship. It was evident in the value of  $t = 0.003$  which was lower than  $(<) 0.05$  as the tolerance limit. Furthermore, the linear regression equation is;  $Y = 0.148 + 0.784X + 0.510Z - 0.118XZ$ . The results mean that; a) the constant value is 0.148 indicating that if the entrepreneurship course is absent, then the entrepreneurial interest of the students is very low 0.148, b) the regression coefficient of e-commerce is 0.784, meaning that if the e-commerce variable increased by 1 unit, then the entrepreneurial interest of the students increased by 0.784 or equal to 78.4% which mean strong influence, c) the coefficient of determination on the entrepreneurship course is 0.510, which means that entrepreneurship course positively and significantly strengthens the influence of e-commerce knowledge on the students' entrepreneurial interest by 51%, d) the regression coefficient of e-commerce and entrepreneurship course is 0.118 indicating that if the e-commerce is included in entrepreneurship education, it can further increase the students' entrepreneurship interest for 0.118 or equivalent to 11,8%. Furthermore, the simultaneous influence of e-commerce knowledge in the digital era which is strengthened by entrepreneurship course has a positive and significant effect on the students' entrepreneurial interest ( $0.000 < 0.05$ ). The simultaneous correlation with R Square is 0.182,

meaning that the contribution of e-commerce knowledge in the digital era and entrepreneurship course is around 18.2%, while the remaining 81.8% is influenced by other factors.

According that, "Entrepreneurial interest is the desire, interest, and willingness to work hard or be strong-willed to try maximally to fulfill his life needs without feeling afraid of the risks that will occur [21]. Indicators of interest in Entrepreneurship is as follows: Interest in entrepreneurship, Willingness to be involved in entrepreneurial activities, Seeing opportunities for entrepreneurship, Utilizing potential for entrepreneurship, Courage in facing risks, and strong will to learn from failure. Courage in facing challenges, Feeling happy about entrepreneurial activities, Desire to realize ideals in entrepreneurship. E-commerce has become a basic need new commodities in the digital age and a dynamic technological bussiness device by electronic transactions [21]. E-commerce can provide motivation for students to cultivate an entrepreneurial spirit as part of their social capital [22]. Thus, e-commerce is an important skill that must be possessed by today's students

#### 4. CONCLUSIONS

Based on the results of the study, it can be concluded that: 1) The understanding of e-commerce in the digital era has a positive and significant impact on the students' entrepreneurial interest. 2) Entrepreneurship course and e-commerce in the digital era affect the students' entrepreneurship interest

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