



The Effect of Digital Business Mastery to the Students' Interest in Digital Business at Darullughah Wadda'wah Islamic Institute

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Abstract. The purpose of this study is to find out whether the mastery of digital business knowledge has an effect on the interest of students in doing digital business. The chosen research sample is students of Islamic economics study batch 2020–2021 from Islamic Boarding School Darullughah Wadda'wah Bangil Pasuruan. The sampling technique used is proportional random sampling technique and it is analyzed with linear regression testing. The results of the study show that mastery of digital business knowledge contributes positively to the increasing interest of students in doing digital business. The further discussion also proves that the digital business course is a course that is favored by students because it helps them to open a business.

Keywords: Digital Business Course · Digital Business Knowledge · Digital Business · Interest of Digital Business

1 Introduction

The rapid development of technology has begun to be used not only to exchange information and news, but now it is used to make business world become more sophisticated [1]. One of the technologies which the development is increasingly rapid is internet technology. It is a trending technology sharing circle. Even it is used by broad range of age for instance children and parents [2]. With it, everyone can communicate with other people at the other parts of the world without being limited by time and space [3].

Through the internet technology, with help of media, anyone can get and convey various information needed, anytime and anywhere. Social networks are also growing and networking is as advanced as possible. For instance, Twitter and Facebook is a phenomenal example. It can also be used to make people not only able to sit still without any productive activity, but they will be able to get more additional income.

Digital business is an overall system of business activities to plan, determine prices, promote, and distribute goods and services that can satisfy the needs of consumers or buyers through social media [4, 5] By learning digital business, it is expected that the knowledge will support the learner in the world of work later. Moreover, it has a huge role in economic growth. Digital business also stimulates researchers and new ideas that will produce innovative new products to meet the needs of consumers.

Digital business has been become easier nowadays with the presence of many social media spreads [6]. It is not uncommon anymore for many young people or students to use social media as a marketing communication and digital business tools. With the convenience presented by the internet, the way to do promotion activities is now no longer limited to print and traditional. Social media exists as a new medium that almost all entrepreneurs use to interact with their consumers [7].

All of the digital technology developments are advantageous for all businesses. However, to know and take advantage of these benefits, business people must know about the intricacies of knowledge of digital business. It will help business people to discover and understand the big picture of technological advancements and the technical steps to apply the benefit into their business practices.

The understanding of knowledge of digital business may raise several possibilities. It could be that business people will be more interested in building a digital business, or even less interested. This disinterest could be because to take advantage of technological developments for digital businesses requires better efforts in terms of human resources and capital.

2 Methods

2.1 Research Design

The research uses a quantitative approach using primary and secondary data. The primary data is obtained from respondents' answers and the secondary data is obtained from scientific literature. The sample of this study are 123 students of islamic economics study batch 2020–2021 from Islamic Boarding School Darullughah Wadda'wah Bangil Pasuruan.

The research instruments are questionnaires. Questionnaires are several questions that are used to obtain information from respondents in the sense of reports about their personality or their knowledge. By using questionnaires/questionnaires, researchers can obtain the information needed appropriately and precisely.

After the data are gathered, it is analyzed by linear regression to know whether there is a correlation between the variables or not. The method is also used to know how dependent variable influence independent variable and how great the influence is.

2.2 Conceptual Framework

In accordance with the problem and the purpose of the research, two variables were used. The independent variable is Mastery of Digital Business Knowledge. The dependent variable is Interest in Doing Digital Business (Fig. 1).

2.3 Hypothesis

A hypothesis is a statement that is uncertain but can be tested to prove its certainty. The hypothesis is made to be a reference for the expectations of the research conducted [8, 9].

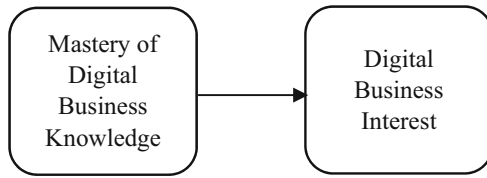


Fig. 1. The Conceptual Framework

Table 1. Result of R

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603 ^a	.364	.352	4.045

Source: Processed data, 2022

In this study, it is expected that The Mastery of Digital Business Knowledge has an influence on Digital Business Interest on students. Furthermore, an increase in the independent variable can also increase the dependent variable.

3 Findings and Discussion

3.1 Findings

The results of the study explained that the digital business course affects the interest in online business. For more details, it can be seen in Table 1. In Table 1, the value of R = 0.603 and the Coefficient of Determination R_{square} is 0.364. This shows that the interest in doing online business (Y) is updated by 36.4% by mastery of digital business courses (X), while the rest, namely $100\% - 36.4\% = 63.6\%$, is influenced by other factors. Ranges in the range of 0 to 1, with a note that the smaller the number the weaker the relationship between the two variables.

Predictors: (Constant), mastery of digital business courses

Dependent Variable: interest in doing business online.

The table of coefficients shows that the value of the constant (a) = 16.412 and beta = 0.603 and t count = 5.506 and the signification rate is 0.000. From the table above obtained the Eq. 1:

$$Y = 16,412 + 613X \tag{1}$$

16,412 is a constant number. Thus, if the mastery variable of digital business courses is equal to 0 or does not affect, then the value of the interest in doing business online will be equal to 16,412. Meanwhile, 613 is a regression coefficient for mastering digital business courses, which means that each increase of one unit of The Mastery of Digital Business Knowledge variables will increase the Interest in Doing Business Online by 613 (Table 2).

Table 2. Table of Coefficient

Coefficient						
Model		Unstandardized Coefficients B	Std. Error	standardized Coefficients Beta	t	Itself.
1	(Constant)	16.412	4.810		3.412	.001
	Mastery of business knowledge	.613	.111	.603	5.506	.000

Source: Processed data, 2022

The value of t count = 5.506 while t table for a significant level of 0.05 with a total data of 55 so that in t table = 2,000. The t count > t table or 5,506 > 2,000. Greater t count means that hypotheses are accepted or there is a significant influence between mastery of digital business courses on the interest in the online business of economics students.

The hypothesis test can also be seen from the signification rate. The significance rate shows 0.000 compared to the meaning of 0.05. Thus, 0.05 is greater than 0.000 or $0.05 > 0.000$. Therefore, there is a significant influence between The Mastery of Digital Business Knowledge and The Interest in Doing Digital Business for Students.

3.2 Discussion

The Mastery of Digital Business Knowledge students of islamic economics study batch 2020–2021 from Islamic Boarding School Darullughah Wadda'wah Bangil Pasuruan. is very important to carry out roles, carry out personal relationships, provide information and make decisions for organizational purposes.

The digital business also stimulates researchers and new ideas that will produce innovative new goods and services. The digital business provides an overview to students of how to carry out planning, analysis, and control activities of business activities over the products or services produced by the company [10, 11]. Understanding the market is also important to be able to have and determine effective or appropriate business decisions according to the target market that the company wants to aim for [12]. In addition, mastery of digital business courses for students will be able to recognize the problems that will be faced by companies in marketing their products in the intended market. Moreover, because of it, students can understand the basic concepts of digital business, principles, and foundations for determining the reputation of marketing goods or services.

Running a digital business makes the business people able to take advantage of several social media delivery on Instagram, Facebook, Whatsapp, Line, TikTok, and several platforms that have been provided by digital technology advancement such as Whatsapp, Shopee, Open Stalls, Gojek, Grab, and others. Digital business people must be able to understand the product and be appropriate on social media platforms where

the product can be accepted by buyers. The targets or targets of buyers vary, therefore digital businesses must be smart to put their targets on social media which is more buyer opportunities. Some digital businessmen can also use the web by privately holding domains and can even be named according to the desired store name.

According to Philip Kotler 1990 in [13], business is the analysis, planning, execution, and control of programs designed to create, build, and maintain profitable exchanges by purchasing goals to achieve organizational goals.

Before running a business, business people must know what products that can be offered to consumers. After having a specified product business people must determine the right selling price meaning business people must know their target market.

According to the results of research that has been carried out by spreading research questionnaires, question items, it is known that students can plan the strategies needed to achieve goals before doing business, students can determine the activities needed to achieve the desired goals in their business, students can acknowledge the profitable and productive ways for themselves and others, students can know how to get employees and can do what they want and what to do when they become a great entrepreneurs, students can know that the plan that has been prepared and implemented according to what has been set.

In addition, based on the research, students are also able to promote the products they want to sell because consumers will never buy products that they are not familiar with, students can promote their products with a lot of discounts at the beginning of their business for great profits if consumers already know/like our products, and students can find out the target market so that the products and prices set are not mistargeted.

From the respondents' answers, it can be concluded that by mastering digital business courses and knowledge, students can find out what business is and the principles that exist in business. In addition, mastery of digital business knowledge has influenced students' online business interests, meaning that mastery of digital business knowledge is very important for students, especially economics study program students.

Along with the times, nowadays with the existence of internet media, everyone can run a business and the business itself becomes more and more globalized. For instance, when selling products or services on the internet using websites, the market becomes wider [14, 15]. The market can reach the entire Indonesian market directly and even wider to the worldwide market, thus most students nowadays do online business because of trends and the wide market share. It also does not require a lot of capital with the least possible risk. This is the main thing that makes students interested in doing business online.

According to experts, the factors that affect the online business are income, broad market share, opportunities, product quality, capital, personality development, and freedom of time. From these factors, students are interested in doing online business. It is also because most of them are internet users, therefore they can do more technological promotional activities and can add income optimally.

The result also explains that by doing online business, students learn to be independent because they earn their own income. By doing business online, they can increase income and become more independent. If we have done business online, we must be

honest with the quality of the products we offer so as to make consumers not disappointed after buying our products.

Doing online business does not require a lot of capital. It is because business people do not have to spend capital if no one orders the product. By doing business online, there is also no extensive risk because if someone orders it can be directly asked for the dp to minimize risks. Moreover, Online business can be done anywhere and anytime we want with a record of being connected to the internet.

Currently online business is very popular in the community so that it makes a great opportunity to do business. With the popularity of online business today, in addition to being a great opportunity, it can also be the way to get great profits as well. It is because online business is not affected by regional restrictions.

In this study, the researcher succeeded to analyze how much influence that the mastery of digital business knowledge has on the interest in doing business online for students. As a result, there is an influence of the mastery of digital business knowledge on students' online business interests in other words, it can be said that students are interested in doing business online with mastery of digital business courses that have been mastered by these students.

4 Conclusion

In conclusion, many students agree with the existence and advantages of digital business in this increasingly advanced era. In this regard, understanding the knowledge of it will increase students' interest in creating digital businesses. This can happen because mastery of digital business knowledge has a big role in influencing students' interest in doing digital business by 36.4%

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