The Effect of Using E-Commerce in the Sales Process on Entrepreneurship Interest of SMA N 1 Seyegan Students

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A B S T R A C T

This research stems from several issues of the digital economy in using e-commerce currently developing. This study aims to discover the effect of using e-commerce in the sales process on entrepreneurship interest. A correlation method was applied by taking a comparative approach where the research method was directed to determine cause-and-effect relationships. It followed observations of the effects and looked for factors being the cause through the collected data. This research is expected to determine the increase in using e-commerce in the sales process on entrepreneurship interest of SMA N 1 Seyegan students. The sample encompassed 100 student respondents to facilitate data processing. The data processing results revealed that using e-commerce media positively and significantly affected the growing interest in entrepreneurship among class XII students at SMA N 1 Seyegan. Moreover, seeing the sales process could positively and significantly foster their entrepreneurship interest.

A B S T R A K

Penelitian ini berangkat dari beberapa isu ekonomi digital dalam penggunaan e-commerce yang berkembang saat ini. Penelitian ini bertujuan untuk mengetahui pengaruh penggunaan e-commerce dalam proses penjualan terhadap minat berwirausaha. Metode korelasi diterapkan dengan mengambil pendekatan komparatif dimana metode penelitian diarahkan untuk menentukan hubungan sebab akibat. Ini mengikuti pengamatan efek dan mencari faktor-faktor penyebab melalui data yang dikumpulkan. Penelitian ini diharapkan dapat mengetahui peningkatan penggunaan e-commerce dalam proses penjualan pada minat berwirausaha siswa SMA N 1 Seyegan. Sampel terdiri dari 100 responden mahasiswa untuk memudahkan pengolahan data. Hasil pengolahan data menunjukkan bahwa penggunaan media e-commerce berpengaruh positif dan signifikan terhadap tumbuhnya minat berwirausaha pada siswa kelas XII SMA N 1 Seyegan. Apalagi melihat proses penjualan secara positif dan signifikan dapat menumbuhkan minat berwirausaha mereka.

INTRODUCTION

Without the limitations of space and time in the trade, supported by information and communication technology, it can accelerate and facilitate buying and selling transactions between sellers and buyers. Acceleration in information and the internet enhances the Indonesian economy. This economic development can be seen from the use of the internet among Indonesian people to shop on e-commerce platforms from year to year.
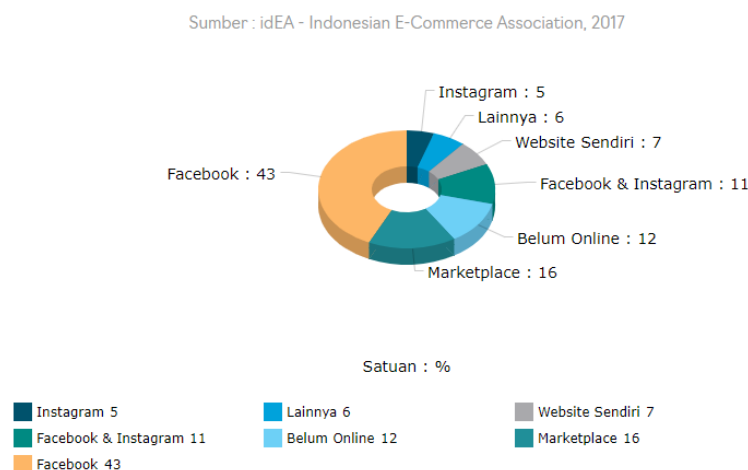
Figure 1. Share of Online Shopping Platform Users on Social Media in 2017

The data above depict that social media is still the most frequently used platform in conducting e-commerce transactions. Based on the iDEA survey, online transactions for social media such as Facebook and Instagram reached 66%. In the top position, Facebook took up a market share of up to 43%. Moreover, only 16% of sellers and buyers used the marketplace platform, and seven chose to use their websites. The survey demonstrates that this phenomenon is noted by most micro-entrepreneurs who use social media more to transact e-commerce than marketplace platforms widely available or their websites.

With the development of e-commerce by social media actors whom many students adore, students are expected to manage production sales practically and efficiently. Hence, it will increase their creativity in growing entrepreneurship interest. One of the main factors influencing the entrepreneurship interest of students is the education they take, both informal and formal.

Formal and informal education plays a role in entrepreneurship. Education provides knowledge in managing a business and encourages someone to become an entrepreneur. Concerning formal education, the 2013 Curriculum applies one of the online marketing subjects taught for Marketing Skills Competency for Vocational Schools to support the increase in productivity and ability of students to run online businesses. Online marketing learning is expected to increase students' interest in starting and developing offline and online businesses, making them confident and not depending on others. Online marketing learning provides knowledge and training to students on how to use online systems in marketing products or services.

In a broader discussion, several studies focus on using e-commerce in increasing sales in micro, small, and medium enterprises. In the research of (Kuamar and Patersen, 2006), e-commerce can enhance customer satisfaction, increase information resource availability, and reduce errors. A study by (Karaanastasia, 2016) revealed that promotion positively influences the volume of clothing sales through online Shopee among students. Other research conducted by (Ibad, 2011) unveiled that sales volume would increase for every one-unit increase in e-commerce quality. The magnitude of the simultaneous influence of e-commerce on sales volume and the rest is influenced by other factors.

The background raises two questions:

1. Is there any influence of using e-commerce on the sales process on SMA N 1 Seyegan students?
2. What is the role of e-commerce in generating entrepreneurship interest of SMA N 1 Seyegan students?

LITERATURE REVIEW

E-Commerce

E-commerce is the sound of media or facilities that eases users to make buying and selling transactions via the internet. It provides innovation to sellers in marketing their products with virtual media. Thus, this convenience can streamline the production of goods and traditional marketing systems.

There are various definitions of electronic commerce (e-commerce). Some experts and business people interpret e-commerce as a process of buying and selling products or services on electronic data networks via the internet and the world wide web (Gardon and Pearson, 2004). E-commerce refers to a process of buying and selling or exchanging goods, services, and information using computer network media (Turban, 2004). E-commerce is one of the supporters in selling business products. According to (Ramathan et al., 2012), e-commerce is the use of electronic technology to sell or advertise using the internet based on business to business (B2B) and business to consumer (B2C), improve internal functions such as processing or determining orders, and facilitate communication with supply chain partners.

Sales Process

Sales is a form of marketing carried out by one person to another in selling an item or service, which will get a reward for what is sold. On the other hand, the sales process is a systematic transaction of selling goods or services performed by distributors to consumers. According to Rudianto (2009:104), sales result in the flow of goods out of the company, thereby earning money from customers.

Entrepreneurship Interest

Entrepreneurship is an activity carried out by business actors in selling goods and services to gain profits from their sales. Meanwhile, entrepreneurship interest refers to an impulse from within or a person's desire to buy and sell directly or indirectly.

The theoretical framework in this study is e-commerce users as a variable X1 and Hypothesis 1, where e-commerce users (students of SMA N 1 Seyegan) positively influence entrepreneurship interest. Moreover, the sales process is a variable X2 and Hypothesis 2, where e-commerce positively influences the entrepreneurship interest of SMA N 1 Seyegan students. The following image displays the theoretical framework:
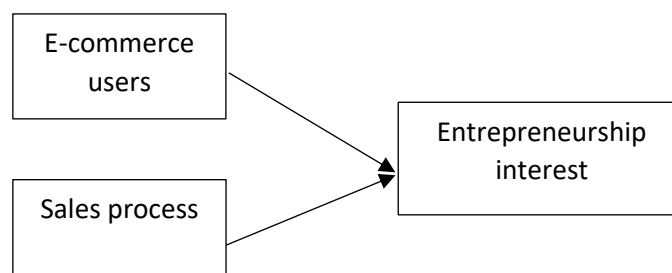

Figure 2. Theoretical Framework

RESEARCH METHOD

Testing and data processing in this study utilized multiple regression analysis. Multiple regression analysis performed testing with classical assumption test and hypothesis testing. The classical assumption test is one of the requirements in the analysis; thus, the data can have meaning and be useful for future research. The classical assumption test used in this study included normality, multicollinearity, autocorrelation, and heteroscedasticity tests. Moreover,

hypothesis testing involved the coefficient of determination test (R^2), the individual parameter significance test (t-test), and the F test.

RESULTS AND DISCUSSION

The population in this study consisted of 132 students of class XII SMA N 1 Seyegan, with 77 female and 55 male students.

Data Analysis and Hypothesis Testing
Normality Test

The data processing results unveiled that the Jarque-Bera probability obtained a value of 0.000 or less than 0.05. In other words, the data in this study were not normally distributed due to the few questions in the questionnaire being unable to meet the distribution standards.
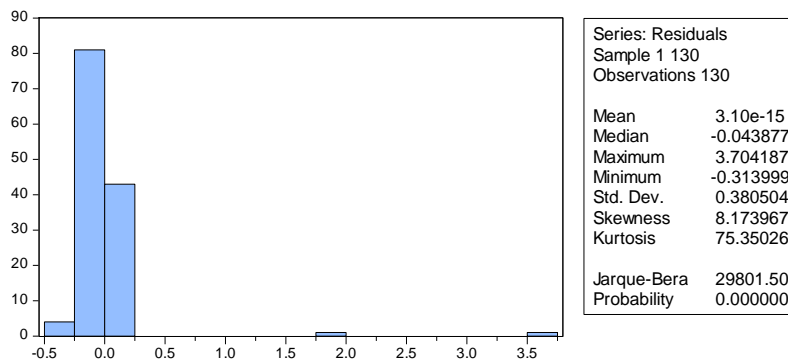
Gambar 3. Normality Test

a. Autocorrelation Test

The data processing results revealed that the Durbin-Watson value lay between -2 to +2. It indicates that this study did not have autocorrelation because the Durbin-Watson value is 1.889.

Tabel 1. Durbin Watson Test Results

Dependent Variable: INTEREST				
Method: Least Squares				
Date: 10/03/20 Time: 17:43				
Sample: 1 130				
Included observations: 130				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.493746	0.328312	-1.503892	0.1351
	0.971429	0.015940	60.94433	0.0000
E-COMMERCE SALES	0.045453	0.017448	2.604981	0.0103
R-squared	0.989409	Mean dependent var		31.86154
Adjusted R-squared	0.989242	SD dependent var		3.697378
SE of regression	0.383488	Akaike info criterion		0.943792
Sum squared resid	18.67704	Schwarz criterion		1.009966
Log-likelihood	-58.34646	Hannan-Quinn criter.		0.970680
F-statistic	5932.242	Durbin-Watson stat		1.889204
Prob(F-statistic)	0.000000			

b. Multicollinearity Test

The research data can be seen from the multicollinearity, evidenced that the Variant Inflation Factor (VIF) value was less than 10. Hence, the centered VIF value < 10 indicates that this study did not have multicollinearity.

Table 2. Multicollinearity Test Results

Variance Inflation Factors			
Date: 10/03/20 Time: 18:30			
Sample: 1 130			
Included observations: 130			
	Coefficient	Uncentered	Centered
Variable	Variance	VIF	VIF
C	0.107789	95.28227	NA
PENJUALAN	0.000254	230.3174	2.981147
ECOMMERCE	0.000304	276.4499	2.981147

c. Heterocodesity Test

The heterocodesity test aims to determine the inequality of variance in the regression model from the residuals of one observation to another (Ghazali, 2012). To see whether there is heteroscedasticity or not in this study, the White test was carried out.

Table 3. Heterocodesity Test Results

Heteroskedasticity Test: White			
F-statistic	10.50366	Prob. F(5,124)	0.0000
Obs*R-squared	38.67802	Prob. Chi-Square(5)	0.0000
Scaled explained SS	1372.263	Prob. Chi-Square(5)	0.0000

d. F-Test

The F-test depicted whether all the independent variables, namely the sales process and e-commerce, simultaneously influenced the dependent variable, the entrepreneurship interest. The data processing results revealed that the F-test obtained a value of 5932.242, with a probability level of 0.000 or was at the 1% level. It implies that the independent variable could explain the dependent variable

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Prob(F-statistic)	0.000000			

e. T-Test

Following Table 4.4, the t-test was carried out as follows:

- The H1 testing aimed to determine whether students' knowledge of using e-commerce affected their entrepreneurship interest. In this study, the use of e-commerce had a t-value of 2.604 in a positive direction, with a significant probability level of 0.0103, or significant at 1% level, indicating that the first hypothesis was accepted.
- The H2 testing aimed to determine whether students' knowledge of the sales process affected their entrepreneurship interest. The sales process had a t-value of 60.944, with a positive direction and a significant probability level of 0.000 or significant at a 1% level. It signifies that the first hypothesis was accepted.

Coefficient of Determination Test

The data processing in the determination coefficient test discovered a value of 0.989 or 98.9%, seen from the R-squared value. It means that the variability in the dependent variable, namely the entrepreneurship interest, could be explained by the independent variable, namely the use of e-commerce and the sales process.

CONCLUSIONS

The primary purpose of this research is to test the entrepreneurship interest seen from the use of e-commerce in the sales process. The data processing results and discussion in the previous chapter lead to the following conclusions: The use of e-commerce media positively and significantly increased the entrepreneurship interest of class XII students at SMA N 1 Seyegan. Seeing the sales process could positively and significantly foster the entrepreneurship interest of class XII students at SMA N 1 Seyegan.

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