



THE EFFECT OF EFFECTIVENESS OF USE E-COMMERCE ON IMPROVING BUSINESS MOTIVATION

By

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ABSTRACT

This study aims to obtain a description of the motivation between the group of respondents who already have an e-commerce account with who has not been as well as respondents who have experience of transacting with the inexperience in e-commerce and also the motivation of e-commerce use between the average data of respondents who own their own business / family or unemployed. This research was conducted at SMK Bina Jaya Palembang. Data collection method used in this research is survey method with spread questioner. Population in this research is class XI student of marketing department which have active student status. The data used in this study is the primary data obtained by spreading the questionnaire directly to 20 respondents. Data analysis used to compare between mean and different test. The results of this study showed significant level of 0.05 obtained first there is a real difference between the motivation of students who use e-commerce in entrepreneurship between groups of respondents who already have an e-commerce account with who has not as well as respondents who have experience of transacting with the inexperience in e-commerce.

Keywords: Motivation, Use of E-Commerce, Entrepreneurship

A. Introduction

The purpose of education can be seen from the success of students during and after the process of learning and teaching in schools. Student success not only in terms of the final results achieved by the students but many factors that influence it. In the learning process of the teaching force is expected to grow motivation in students as well as the motivation of each subject. Once the importance of motivation in achieving the learning motivation. The motivation of the students not only in learning activities, but other activities are motivated eye, the lessons that follow. The motivation is motivation in entrepreneurship while attending entrepreneurship subjects. The motivation has emerged for clarification and communication between students in class. Students are many explanations and concrete examples, such as the advantages and and successful entrepreneurs. With passion and enthusiasm possessed by students will increase the motivation in entrepreneurship. This study will highlight the problems influence student motivation using e-commerce entrepreneurship in vocational schools Bina Jaya Palembang.



Expectations of this research is to increase student entrepreneurship motivation, when students have high motivation and students will be more interested and implement it by opening new jobs. Based on the above research background presentation will focus on how to determine the effect of effective use of e-commerce for male and female students towards entrepreneurship motivation. The definition of "E-Commerce" itself is very diverse, depending on the perspective or goggles that use it. Association for Electronic Commerce simply define the E-Commerce as "mechanisms of electronic business". CommerceNet, an industry consortium, provide a more complete definition, which is "the use of computer networks (computers connected together) as a means of creating business relationships". Not satisfied with that definition, CommerceNet added that in the case of E-Commerce "process of buying and selling services or products between the two parties through the Internet or exchange and distribution of information between the two parties in the company using the intranet". In more detail further define the E-Commerce as "a kind of mechanism conduct business electronically focusing on transaction-based business people using the Internet as a medium of exchange of goods or services between two institutions (B-to-B) as well as between institutions and direct consumer (B-to-C)". Some academics also agreed to define the E-Commerce as "one way to improve the performance and the mechanism of exchange of goods, services, information, and knowledge by utilizing network-based digital equipment". Apart from the various types of definitions offered and used by various groups, there is equality of each definition, where the E- Commerce has the following characteristics:

1. The transactions between the two sides;
2. The exchange of goods, services, or information;
3. The Internet is the primary medium in the process or the trading mechanism.

From the above characteristics is clearly visible, that basically E-Commerce is the impact of development of information technology and telecommunications, thereby significantly change the way humans interact with the environment, which in this case is related to the trade mechanism. Increasingly the business community who use the internet in their activities of daily indirectly world has created a new domain which is often termed as "cyberspace" or cyberspace. Unlike the real world (real world), cyberspace has its unique characteristics which a human can easily interact with anyone in the world as far as that is concerned is connected to the internet. Disinhibition world that allows a person to communicate with others efficiently and effectively is directly changed the way companies do business with other companies or consumers. Based on its core business, each company has its main process sequence alone (core processes), which at various points of the sub-processes, the interaction between the company's relationship with one of the above entities. If the first of many relationships can only be established as a "one-to-one relationship" for reasons of efficiency, it is with the E- Commerce, the relationship between companies with other external entities can be done in a "many-to-many relationship" with faster, more better, and cheaper. In the end, E-Commerce is not just a mechanism sale of goods or services through the medium of the Internet, but rather on a business transformation that changed the way companies in conducting everyday business activities.

Fundamental changes and the redefinition of the company's core business often must be done with respect to this phenomenon, as various new paradigm has buried a



conventional management principles which, if continued to be implemented will actually become detrimental to the company. Entrepreneurial when viewed in terms of etymologically derived from the word "hero" and "business". The word hero means exemplary or exemplary, while the business means a strong will to get us something. Independent business leads to labor and mind in achieving the objectives. Figure Entrepreneur which is a bit much having hardiness, resilient, independent, unyielding, respecting the ethical, skilled, resilient, responsive, service-oriented potential and so forth, which is a figure the most ideal indispensable in the arena of the country's development. Entrepreneurship can be defined as taking the risk to run their own business by exploiting opportunities to create new businesses or with an innovative approach to the business grow into a large-run and independent in facing the challenges of competition. Forming entrepreneurial impulse also came from sepergaulan friends, family environment, friends where they can discuss problems encountered entrepreneurial ideas and ways of tackling the problem.

Factors that affect the interest in entrepreneurship are internal factors and external factors. Internal factors are all thought the emotions and issues from within oneself that affect interests that can not be centered. Motivation is a psychological process that is fundamental, and is one of the elements that can explain the behavior of a person. Motivation is one of the determining factors in achieving the goals. Motivation relates to push or force that is in man. Motivation is in man that is not visible from the outside. Motivation move men to show behavior towards the achievement of a specific goal. Ability is a skill someone in a specific field, which can be obtained from the results of learning, through formal and non-formal education, with skills in entrepreneurship would have caused interest in entrepreneurship. Feeling closely connected with the individual's personal response to something someone's feelings is not the same between one person and another person. Good feelings towards entrepreneurship will generate interest in entrepreneurship. External factors are factors that come from outside ourselves that can affect interest.

Families have an important role in preparing children to achieve a better future for themselves, their families, and the community, with the encouragement of his parents and family can affect a person's interest in fostering entrepreneurship. Environmental factors that affect the interest in entrepreneurship as society and the values that grow in the masyarakat, relationships with peers, newspapers, television, and others. School is an environment with huge potential to encourage students in the development of interest, for example in the school participate in managing Business Center. sehingga students who have entrepreneurial character, passion, and experience can build an independent business systems. One very important character of the entrepreneur is the ability to innovate. Without innovation the company will not be able to last long. Innovation is very important because there are the following reasons:

- a. Technology is changing very rapidly with their new products, processes and services from competitors, and this encourages entrepreneurial businesses to compete and succeed. What should be done is to adjust to new technological innovations.
- b. The effects of environmental change on product life cycles are getting shorter, which means that the product or service time should be replaced with a new one instant in time, and this can happen because there is creative thinking that me-nimbulkan innovation.

- c. Consumers today are more intelligent and demanding fulfillment. Hope in fulfilling's needs expect more in terms of quality, renewal, and price. Therefore the innovative skills required to satisfy the needs of consumers while preserving the consumer as a customer.
- d. With the market and technology changing so rapidly, a good idea can be more easily replicated, and this requires the use of pro-duk methods, new processes and better and faster services continuously.
- e. Innovation can generate faster growth, increasing market segment, and creating corporate-kan a better position.

Entrepreneurs are people who dare to open up productive activities mandiri.i technology behind the online catalog is actually the E- Commerce site or portal itself didikung internet. Adapun web infrastructure or business processes to explain where a consumer to access the online catalog to her shop and transact through an E-Commerce site. The achievement of quality measures entrepreneurs in line with the above characteristics, will greatly depend on the individual internal factors, such as: ability, perseverance, and tenacity of a person. The better the nature and performance of the individual the more likely someone entrepreneurial skills. To become an entrepreneur should have the mental attitude bold but with a calculation greatly helped its success, the acquisition results of formal education also help, but research Schriciber, the success of a person is determined by formal education is only 15% and the remaining 85% is determined by the mental attitude or personality.

Motivation is the result of the interaction of individuals and situations, both internal and external situation situation. Motivation alone sometimes differ by some leaders arrested. Leaders consider motivation as a trait of individuals, where there are individual yangmemilikinya and some are not. In the work, some leaders assume that the members seemed less motivated regarded as a slacker. Instead, members who have high motivation is regarded as a diligent member. Actually it is not so, because the member was members have different motivations that underlie behavior. Motivation is a science and an art that is interesting to learn. Leaders of any organization, it is important to know and learn about motivation. By carefully studying how motivation, knowing the needs of members with the right to the possibility of giving a reward (reward) will greatly assist management in motivating members. There are some myths that need to be clarified for the Leader of motivation, including the term of motivation (motivation) comes from the Latin word movere, which means "move" (to move). Motivation is basically insatiable internal needs, creating stresses which stimulates impulses from within the individual. Motivation is also defined as the impetus from within the individual based on which of behaving in a particular way to satisfy their wants and needs.

In the process of motivation, encouragement in a person produces an attempt to do something. Efforts were made when a person feels capable and so the goal is reached, then the motivation will decrease. If there are obstacles or barriers to achieving the objectives, occurred two (2) possibilities, namely: one is more motivated and strive to achieve the goals or someone will despair of not being able to face obstacles and encouragement as well as the effort does not arise again. Necessity is the basis of each motivation. Needs are met originated from the needs of a person as a living up to one's needs as human beings. Motivation interpreted as an encouragement that is based on one's ability to meet their needs. While motivating



interpreted as an attempt to encourage a person to meet that demand. Someone will be motivated to behave in such a manner due to have a purpose (needs, desires, hopes, and others). Motivation alone will be created when there is a will, the ability and the opportunity that a lot of business relationships.

B. Method

This research will be held at SMK Bina Jaya Palembang is located at Jalan Ki Merogan Ngabehi Lr No. 733 Sub Pack Rindo Kertapati District of Palembang in August 2016 until July 2017. This study uses a survey by distributing questionnaires sebagai data collection tool and qualitative research by collecting and processing the data in the form of description that aims to explore the information of the subjects studied. Variables in this study were motivated use of e-commerce in entrepreneurship. Collecting data in this study by conducting research directly to the location of the research, the questionnaire research on the object of study as many as 20 students and students of SMK Bina Jaya Palembang.

C. Research Finding and Discussion

The study produced data on the perception of e-commerce application usage motivation in entrepreneurship. Data are grouped in three groups berdasar pengalamannya dalam using apps e-commerce and experience in entrepreneurship. These three data sets are:

1. Group of respondents who already have an account e-commerce and yet;
2. Respondents who have experience in e-commerce transactions and are not yet;
3. Respondents who have their own business / family or not / do not have a business.

To determine whether there is a difference between a data group of respondents who already have an e-commerce accounts and do not have an account then test analysis-t. Statistically data calculated using the Excel application. From the data group of respondents who own account (variable 1) and which do not already have an account (variable 2) obtained the results of statistical count to determine the mean, standard deviation and t-test as presented in the following table.

Tabel 1. Results of statistical Calculate the group of respondents who already have an account e-commerce and not have an account

t-Test: Two-Sample Assuming Equal Variances		
	Variable 1	Variable 2
Mean	28,950	25,45
Variance	9,524	20,05
Observations	20	20
Pooled Variance	14,787	
Hypothesized Mean Difference	0	
Df	38	
t Stat	2,878	
P(T<=t) one-tail	0,003	
t Critical one-tail	1,686	
P(T<=t) two-tail	0,007	
t Critical two-tail	2,024	

From the results of the test count - t with applications excel above obtained $t=2.878$ while t table amounted to 1.686 or $t < t$ table. This shows that there is a significant difference between the perception of e-commerce application usage motivation between groups of data already have an account with the e-commerce that have not already. From the arithmetic mean also found that on average the data motivational e-commerce application usage on a group that has had the account amounting to 28.95 while not / do not have an account for 25.45 or less. While the test results obtained significance level $\alpha = 0.0003$ which is less than 0.05. This shows that the motivation to use e-commerce application to the respondent who has had an account is higher than that do not have an account. Furthermore, to the data of respondents who have experience of transacting (variable 1) and who have never transacted (variable 2) obtained data from statistics calculated as follows:

Tabel 2. Results of statistical Calculate the group of respondents who experienced a transaction with e-commerce and has no experience of transactions

t-Test: Two-Sample Assuming Equal Variances		
	Variable 1	Variable 2
Mean	27,77778	24,22222
Variance	8,535948	11,35948
Observations	18	18
Pooled Variance	9,947712	
Hypothesized Mean Difference	0	
Df	34	
t Stat	3,381949	
P(T<=t) one-tail	0,000912	
t Critical one-tail	1,690924	
P(T<=t) two-tail	0,001824	
t Critical two-tail	2,032244	

From the results of the test count - t with applications excel above obtained $t=1.91$, while t table amounted 1,745 atau $t < t$ table. This shows that there is a significant difference between the perception of motivation using e-commerce applications between data sets that have been experienced in e-commerce transactions with which have never been. From the arithmetic mean also found that on average the data motivational e-commerce application usage on a group that has had the account amounting to 28.22 while not/do not have an account for 31.0 or smaller. While the test results obtained significance level $\alpha = 0.036$ which is less than 0.05. This shows that the motivation to use e-commerce applications on respondents who have not had a business is higher than that already have their own businesses or family businesses.

D. Conclusion

E-commerce application usage motivation in entrepreneurship Motivating members of the organization to motivate yourself. Motivation use e-commerce applications in entrepreneurship students obtained results that motivated the use of e-commerce applications in respondents already have an account higher than those not already have an account and belummiliki effort compared to students who already have their own businesses or family businesses.



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