



The influence of e-commerce, information systems and entrepreneurial knowledge in decision making on student interest in entrepreneurship

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ABSTRACT

In the current technological era, almost everything can be accessed easily and quickly. One form of information technology that is currently developing is electronic commerce (e-commerce), the use of information systems and entrepreneurial knowledge. It will be easier for an entrepreneur to run his business if he understands the accounting information system that can be used in making decisions so that the business he runs can continue to survive. This research aims to examine the influence of e-commerce, information systems and entrepreneurial knowledge in making entrepreneurial decisions among students at several universities, high schools and polytechnics in the city of Bengkulu. Determining the sample in this research uses a purposive sampling technique, namely a technique for determining the sample using certain considerations. The number of respondents used in this research was 210 people. The research method used is quantitative research and for data analysis using multiple linear regression analysis. The results of this research state that e-commerce has a positive influence on entrepreneurial decision making, information systems have a positive influence on entrepreneurial decisions, and entrepreneurial knowledge has a positive influence on entrepreneurial decisions.

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INTRODUCTION

In improving the Indonesian economy, one of the efforts that the government can make is to create new entrepreneurs where this plays an important role in the economic growth of a country, namely, among others, in reducing the number of unemployed and improving the welfare of the community. One of the factors that can lead to high unemployment in Indonesia is that too much labor is directed to the formal sector, so that when work in the formal sector does not grow and develop people do not try to love their own jobs in the private sector. Unemployment and poverty are phenomena that are often faced by developing countries, including Indonesia. The large number of labor force who want to enter the world of work is not proportional to the available jobs. Based on the Central Bureau of Statistics, the open unemployment rate (TPT) in August 2022 was 5.86 percent, a decrease of 0.63 percentage points compared to August 2021 (Jogiyanto, 2005).

To reduce the amount of unemployment that occurs, one of them is entrepreneurship. A country will be able to develop or be said to be a developed country if it has entrepreneurs at least 2% of its population (Nurabiah et al., 2021) and prepare graduates with an entrepreneurial spirit who are able to provide jobs for themselves and others. Entrepreneurship plays an important role in national economic growth such as creating new jobs and increasing national income. The ratio of entrepreneurs in Indonesia based on data from the central statistics agency is 3.47% of the total population, to increase domestic entrepreneurship, it is necessary to encourage the growth of new entrepreneurs such as young people who are millennials by utilizing the current technological era.

In today's technological era, almost everything can be accessed young and fast. One form of information technology that is currently developing is electronic commerce (e-commerce) which is used for the distribution, purchase, sale, marketing of goods and services through electronic systems such as internet cellphones, television or computer networks so that it can be said that e-commerce is a marketing of goods or services through information systems that utilize information technology. Every entrepreneur wants his brand to be recognized by the wider community. Internet network users are one of the media that can have a major influence in increasing sales (Ahmadi et al., 2020).

According to Sutabri T in (Yanuardi & Permana, 2019) information systems are systems that can be defined by collecting, processing, storing, analyzing, disseminating information for specific purposes. According to Edhy Sutanta in (Heriyanto, 2018) an information system is a set of subsystems that are interconnected, gather together and form a single unit, interact and cooperate between parts of one another in certain ways to perform data processing functions, receive input in the form of data, then process it (processing), and produce output in the form of information as a basis for making useful decisions and have real value that can be felt both at that time and in the future.

According to (Asy'Ari & Shulthoni, 2023) entrepreneurship education is a planned and applicable effort to increase the knowledge, intention or intention and competence of students to develop their potential by manifesting in creative, innovative and courageous behavior to take and manage risks.

Based on several previous researchers including by Margareta (2019) (Asy'Ari & Shulthoni, 2023) proving that the impact of the positive influence shown by the existence of e-commerce, the use of accounting information systems on student entrepreneurial interest in private universities in the Surakarta region. Likewise, based on the results of (Alwendi, 2020), it shows that awareness of e-commerce and accounting information systems has a significant effect on business decision making in students. Coupled with research by (Wulandari, 2020) found that entrepreneurial knowledge has a positive influence on entrepreneurial interest in the Faculty of Economics and Business majoring in management class 2016 and 2017, University of Jember.

Decision-making theory is an approach technique used in a decision-making process or the process of having an action as a way of solving problems, decision-making theory is one of the theories in the process of forming an entrepreneur. Decision making is the main function of an entrepreneur in managing a business. If someone makes the decision to become an entrepreneur without having to have genetic factors (heredity), but as long as a person is diligent and diligent in exploring his decision, it will adjust by itself. Factors that encourage a person to make entrepreneurial decisions can be known through personality assessment, especially in his experience and background.

According to (Lubis & Ayu, 2022), contingency theory is an approach that studies how contingent factors such as technology, culture, and the external environment can affect organizational behavior, organizational design and function. The basic assumption used in contingency theory is that there is no single type of organizational structure that is the same, where this assumption applies in various types of organizations. The contingency framework can be a holistic approach in designing management accounting systems. Contingency theory views the

organization as an open system that has a relationship with the environment and the environment also affects the internal processes of the organization. Where the organization must change the internal order to respond to various environments so that the adage appears no one best way to organize. The implication with this research is that contingency theory will be able to explain the relationship between the application in the use of information systems and the behavior that occurs in an organization or business so that it affects entrepreneurship.

This study aims to test and analyze empirically the effect of e-commerce, information systems and entrepreneurial knowledge in decision making on student interest in entrepreneurship. In essence, e-commerce is the implication of the development of information technology and telecommunications, so that it can cause significant changes in the way individuals interact with the surrounding environment, in this context related to buying and selling. In utilizing e-commerce as a medium to assist entrepreneurial activities, a person needs some information from their environment, in accordance with the relationship between the theory of planned behavior and this research. An individual accentuates interest in an action if the individual has evaluated the desire constructively, has sufficient understanding of the social environment and recognizes that there is an opportunity and ability to do so. So that a strong interest in the action arises. When self-control is more prominent, it will have a greater influence on individual behavior. Attitude towards behavior will be simultaneous or positive if a person has a strong stance and determination about the assumption that an action will produce beneficial results.

This is supported by research findings from Rapika (2021), Hakim (2016), Margaretha (2019), Erlisya (2021) and Veronika (2022) who argue that the existence of e-commerce is a basic factor that encourages decision making to build businesses in students. It can be concluded that the e-commerce variable has a significant influence on entrepreneurial decisions. Based on the description above, the hypothesis is obtained, namely (Trihudyatmanto, 2019) :

H1: E-commerce has a positive effect on student interest in entrepreneurship.

Information systems can help by providing data about the information needed by an entrepreneur in running his business so that when he wants to make a decision, the information can be used. The results of this study are supported by research conducted previously, namely by Pramiswari (Purwanto et al., 2020) which shows the use of information systems has a positive effect on decision making for entrepreneurship.

Based on the description that has been presented, when someone has knowledge about the benefits of information systems, it can increase their interest in running a business. So we can formulate the hypothesis as follows (Rengganis & Isgiyarta, 2015):

H2: Information systems have a positive effect on student interest in entrepreneurship.

Entrepreneurship knowledge can lead students to choose entrepreneurship as their career choice after graduation. With entrepreneurship education, their mindset, attitudes and behavior can be formed to become an entrepreneur (enterpreneur) (Trihudyatmanto, 2019). Research conducted by (SA Yudha, 2021) proves that entrepreneurship knowledge has a positive effect on entrepreneurial interest.

From the description above, when someone knows and understands about entrepreneurial knowledge, it can foster their interest in running a business. So that the formulation of this research hypothesis can be described as follows (Yusuf et al., 2017) :

H3: Knowledge of entrepreneurship has a positive effect on student interest in entrepreneurship.

The benefits of this research include the following, for students, it is hoped that this research can contribute to researchers in developing discourse on the world of entrepreneurship, especially in studying electronic business. For the University, the results of this research can serve as a reference or reference for several researchers with similar objects. For the author and readers, this research may be useful for expanding knowledge and insight regarding e-commerce, the use

of information systems and knowledge about entrepreneurship as well as as a reference when implementing it directly.

RESEARCH METHOD

This research is a type of quantitative research by applying an empirical study design. The variables used include E-commerce, information systems, and entrepreneurial knowledge as independent variables and entrepreneurial interest as the dependent variable (Nursakinah, 2022). A quantitative approach is a research method used to examine a specific population or sample that aims to test a predetermined hypothesis. Associative research is research that aims to determine the relationship between two or more variables (Handayani et al., 2022). In this study, the variables tested were e-commerce, information systems and entrepreneurial knowledge in decision making for entrepreneurship.

The data collection method in this study was to use a questionnaire to obtain information from respondents. The questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer (Yuliza Nurbaiti & Reimond Hasangapan Mikkael Napitupulu, 2020).

The questionnaire in this study was prepared by modifying the questionnaire from relevant previous research. The questionnaire refers to a Likert scale where the Likert rating scale score consists of 5 answers, namely; strongly agree, agree, neutral, disagree, and strongly disagree (Nurabiah et al., 2021).

The population in this study were students who were at several universities, colleges, polytechnics in Bengkulu city. The sampling method in this study was to use purposive sampling technique, which is a sampling technique using certain considerations (Yuliza Nurbaiti & Reimond Hasangapan Mikkael Napitupulu, 2020) the criteria used are as follows:

- 1.Current students 2023
 - 2.Students who know about Information Systems
 - 3.Students who have taken entrepreneurship courses
 - 4.Students who have not become entrepreneurs
 - 5.Students who are at least in semester 5
- Based on the criteria stated above, the sample in this study amounted to 210 people.

RESULTS AND DISCUSSIONS

Validation Test Data Analysis

Convergent Validity

Convergent Validity in PLS with reflective indicators is assessed based on the loading factor (correlation between the item score / component score and the construct score) of the indicators that measure the construct. The rule of thumb that is usually used to measure convergent validity is outer loading > 0.7, if the loading factor value of 0.5 to 0.6 is still considered sufficient (Sukesti et al., 2021). The loading factor value in this study shows that it meets the requirements above 0.5 and those that do not meet the requirements have been eliminated (Nurabiah et al., 2021).

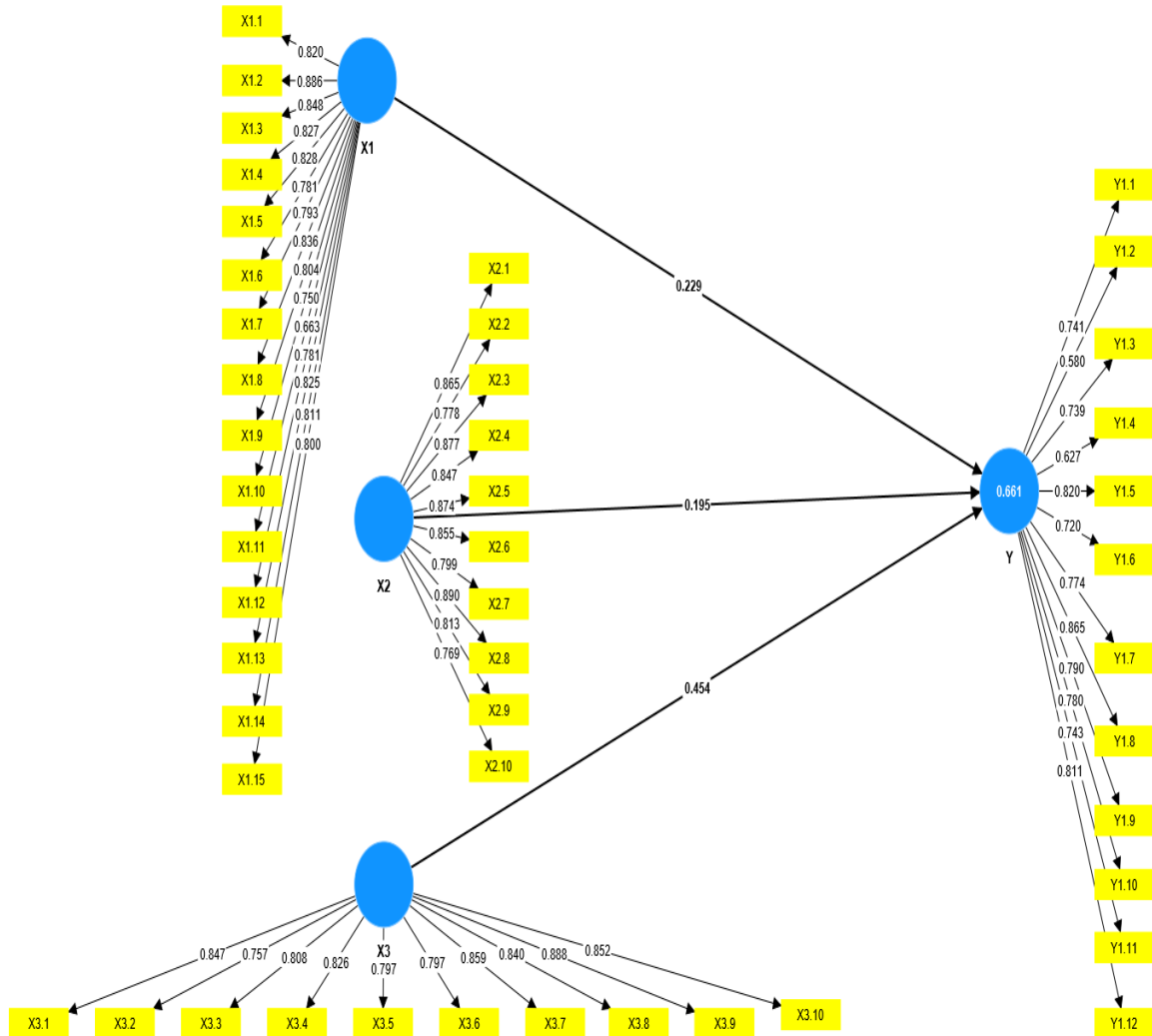


Figure 1. Graphical Output
Source: SmartPLS Results

Reliability Test

The reliability test can be seen from the composite reliability and Cronbach's alpha values. To be said to be a reliable construct, the Cronbach's alpha value must be > 0.7 and the composite reliability value must be > 0.7. And the results meet the requirements already above 0.7 (Dunakhri, 2019).

Hypothesis Test

In testing the hypothesis, the basis used is found in the following output result for inner weight:

Tabel 1. Result For Inner Weight Path
Coefficient (Mean, STDEV, T-values)

	Original sample (0)	T Statistic (o/STDEV)	T-table
E-commerce-> interest in entrepreneurship	0.229	3.885	1.000
Information-> interest in entrepreneurship	0.195	4.357	1.000
Entrepreneurial knowledge-> Entrepreneurial Interest	0.454	2.539	1.000

Source: Data processed 2023

Based on table 1, we can see that the variables that have a t-statistic value above 1.000 is the variable E-commerce to entrepreneurial interest 3.885 kemudian variable information systems 4.357 and variable knowledge of entrepreneurship 2.539 which means that these variables had a significant positive effect on entrepreneurial interest (Harlyan, 2013).

Discussion

The test results show that the e-commerce variable (X1) has a positive effect on decision making for entrepreneurship (Y) this is indicated by the significance level of the e-commerce variable is 0.229 which is smaller than 0.005 and the value of the t value is calculated at 1,000 then H1 is accepted. The existence of a positive influence between e-commerce with decision making for entrepreneurship can identify that e-commerce can improve decision making for entrepreneurship (Pramiswari & Dharmadiaksa, 2017).

The existence of e-commerce allows people to start entrepreneurship through the internet network with a wide range and can save costs that should be incurred to build a store. The results of this study are supported by research conducted previously, namely by Pramiswari (2017) and Firdaus (2020) which shows that e-commerce has a positive effect on entrepreneurial decision making (Fauzia, 2016).

Then the test results show that the variable use of accounting information systems (X2) has a positive effect on student interest in decision making for entrepreneurship (Y) this is indicated by the significance level of the information system variable is 0.195 which is smaller than 0.05 and the value of t count 1.000 then H2 is accepted. The existence of a positive influence between information systems can increase decision making for entrepreneurship (Irmadha Yeni, 2022).

This study shows that entrepreneurial knowledge (X3) has a positive effect on student interest in decision making for entrepreneurship (Y) it can be seen with the significance level of the entrepreneurial knowledge variable is 0.454 which is smaller than 0.05 and the t value is 1.000 then H3 is accepted. The existence of a positive influence between entrepreneurial knowledge and decision making for entrepreneurship can state that entrepreneurial knowledge can increase decision making for entrepreneurship (Aputra et al., 2022).

CONCLUSION

Based on the results of data analysis and discussion that has been described, E-commerce, information systems and entrepreneurial knowledge have a positive effect on decision making for entrepreneurship in students who are in several universities, colleges, polytechnics in Bengkulu city. With the development of increasingly advanced technology, students can utilize e-commerce, information systems and entrepreneurial knowledge as a means to start entrepreneurship. In addition, in this study using three independent variables.

In this research there are several limitations that can be achieved used as a reference or novelty in future research which will raise the same theme, some of which are: a) This research

needs to be developed further to get results stronger empirical, namely by adding other variables can influence students' interest in entrepreneurship such as strategy marketing, entrepreneurship education, income expectations, internal and external motivation, entrepreneurial skills, and personality; b) In this research, it is still at the level of interest in entrepreneurship for respondents who are still students. For research You can then research further into the level of taking action for entrepreneurship with alumni respondents so that it is known whether there is a difference in perception when you are still a student and when you are are ready for the world of work (alumni) to increase when they are stil students' idealism in choosing a career is quite high; c) This research only used students in the city Bengkulu as a research object is recommended for research Next, add research objects, for example all of them students throughout Sumatra to expand their results study.

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