

POLYTECHNIC STUDENTS' ENTREPRENEURIAL MOTIVATION USING E-COMMERCE MEDIA

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ABSTRACT

This study was carried out at the Politeknik Bisnis Indonesia, a polytechnic that is presently working to improve itself, to help students become contributing members of society with professional abilities and the ability to apply knowledge that will eventually lead to a career in entrepreneurship. The goal of this study is to gain a general understanding of what drives people to operate businesses using e-commerce platforms. The goal of the problem formulation is to ascertain why students use e-commerce platforms for entrepreneurship. The method used in this study was a quantitative method and the data analysis was carried out to compare the mean with several tests as part of the study's quantitative methodology, which involved instructional resources and guidance in e-commerce. According to the study's findings, there was a significant difference in respondents' motivation to utilize e-commerce in entrepreneurship between groups who had e-commerce accounts and those who did not, and between respondents who had transaction experience and those who did not. It was also discovered that the average responses of respondents who have their own or family enterprises as well as those who do not yet have businesses show substantial disparities in their reasons for using e-commerce.

Keywords: *entrepreneurship, e-commerce media, students' motivation*

1. INTRODUCTION

Education has a crucial role in preparing future generations of competitors who possess unique talents and capabilities. The achievement of students both during and after the learning and teaching process in higher education's institutions can be used to demonstrate these educational goals. Student performance is measured by a variety of elements in addition to the achievements that they ultimately attain (Abu-Saa, et al., 2019; Rodriguez-Hernandez et al., 2020).

Lecturers are supposed to be able to encourage students' motivation during the learning process as well as motivation for each subject. Motivation was crucial to developing learning motivation and students' motivation extends beyond learning activities to other pursuits, notably the things they are interested in (Hortigüela-Alcalá et al., 2019; Daumiller et al., 2020). When enrolling in entrepreneurial classes, this motivation serves as the driving force and the explanations and interactions that take place in class help to motivate students in this way. The benefits and success of entrepreneurs, for instance, are extensively explained to students using real-world examples (Murnieks et al., 2020). The energy and excitement that students exhibit will boost entrepreneurship motivation.

This study will shed light on the issue of how student motivation affects e-commerce-based entrepreneurship at the Politeknik Bisnis Indonesia. The goal of this study is to boost students' entrepreneurial drive since motivated students are more likely to put their ideas into practice by creating new jobs. This study focuses on how to assess the impact of using e-commerce for students on entrepreneurial motivation based on the presentation of

the research background above. This study's objective was to assess student entrepreneurial motivation via e-commerce.

2. LITERATURE REVIEW

2.1 E-Commerce

Depending on the viewpoint from which the term "E-Commerce" is used, it has a very broad definition. E-commerce is only described as "electronic business mechanisms" by the Society for Electronic Commerce (Popenkova & Nikishin, 2020). An industry group called CommerceNet offers a more thorough definition, referring to it as "the use of computer networks (connected computers) as a way of developing business partnerships". Then, CommerceNet added that in E-Commerce there is "the process of buying and selling services or products between two parties through the internet or the exchange and distribution of information between two parties in one firm utilizing an intranet" (Archetti, 2021).

E-commerce is described as "a sort of electronic business mechanism that focuses on individual-based commercial transactions using the internet as a means for trading goods or services both between two institutions (B-to-B) and between institutions and direct consumers" (in more detail) (B-to-C). The definition of E-Commerce as "one of the approaches to improve the performance and mechanism of exchange of goods, services, information, and knowledge by leveraging technology based on digital equipment networks" is also accepted by certain scholars (Mingione, 2020; Neuhaus et al., 2022).

Regardless of the different definitions provided and employed by various parties, each definition shares the following features i.e. transactions between two parties, an exchange of products, services, or information, and the primary channel for the trading process or mechanism being the internet are all examples of transactions.

From the aforementioned features, it is evident that E-Commerce is essentially the result of the advancement of information and communications technology, which has had a huge impact on how people interact with their surroundings and, in this case, the trade mechanism. Because more and more business communities are using the internet to conduct their daily operations, a new global realm known as "cyberspace" or "cyberspace" has indirectly been created. Cyberspace, in contrast to the real world, has special features that allow people to effortlessly engage with anyone there as long as they are connected to the internet (Mueller et al., 2020; Smith et al., 2021).

Each company has a unique main process sequence (core processes) based on its core business. At various sub-process points, the company interacts with one of the relationship entities mentioned above. E-Commerce allows relationships between

businesses and other external entities to be carried out more rapidly and efficiently in a "many-to-many relationship," when in the past most partnerships could only be made in a "one-to-one relationship" for reasons of efficiency and less expensive (Tolstoy, et al., 2021).

In the end, e-commerce is a business revolution that alters how businesses conduct their daily business operations rather than merely a method for selling goods or services over the internet (Cheba, et al., 2021). With regard to this situation, fundamental adjustments and redefining the company's core business are frequently necessary because a number of new paradigms have buried traditional management concepts that when they are adopted going forward, it will actually be harmful to the organization (disadvantage).

2.2 Entrepreneurship

The most ideal person who is essential in the realm of the nation's development is an entrepreneur who more or less possesses the qualities of being robust, tenacious, independent, unyielding, respecting ethical, skilful, tough, responsive, potential-oriented, and so on (Sengupta & Sahay, 2017). Entrepreneurship is defined as taking chances to manage one's own firm by seizing possibilities to launch brand-new enterprises or using creative strategies so that the enterprise under management expands to become substantial and independent in the face of market problems (Bylund & McCaffrey, 2017). Close relationships, the family environment, and individuals with whom they may share entrepreneurial ideas about the issues they confront and potential solutions are further sources of inspiration for aspiring businesspeople (Malecki, 2018).

Both internal and external factors might have an impact on a person's enthusiasm in entrepreneurship.

1. Internal Factors: Internal factors include all of a person's internal thoughts, feelings, and difficulties that impair interest and make it difficult for them to concentrate (Carsrud, et al., 2017).

(a) Inspiration

One of the factors that can help to explain someone's behaviour is motivation, which is a basic psychological process. One of the key elements in achieving goals is motivation. The power or encouragement that exists in people is motivation. Humans have hidden sources of motivation that are not readily apparent to others. Humans are motivated to act in various ways in order to accomplish a particular goal.

(b) Ability

Ability is defined as a person's talents in a certain subject and can be acquired through learning outcomes, through formal education, as well as non-formal education. If a person has the capacity to engage in entrepreneurship, it will undoubtedly spark their interest in it.

(c) Joyful Emotions

As personality and feelings are tightly tied to one another, no two people will react to something in the same way emotionally. Interest in entrepreneurship will grow as a result of positive feelings about the industry.

2. External Factors: A person's interests might be influenced by external factors, or those that originate from sources other than themselves (Barba-Sánchez & Atienza-Sahuquillo, 2017).

(a) Family Issues

The family plays a crucial role in preparing kids for successful futures for themselves, their families, and society. Support from parents and other family members can motivate someone to pursue entrepreneurship.

(b) Community environmental variables

The community environment and the values that develop in the community, peer associations, newspapers, television, and other aspects are environmental factors that influence interest in entrepreneurship.

(c) Environmental Factors in Schools

School is a great place to support students as they develop their interests. For instance, students can manage the business centre at their school. In order for students who possess entrepreneurial spirit, enthusiasm, and expertise to create their own system of independent enterprise.

The capacity for innovation is one of an entrepreneur's most crucial traits (Lüdeke-Freund, 2020). The business won't survive without innovation. The following justifications support the importance of innovation (Ferreira, et al., 2017):

1. Since new goods, methods, and services are introduced by rivals, technology is constantly changing, which encourages entrepreneurial enterprises to compete and flourish. One only needs to adapt to new technological advancements.
2. As a result of environmental changes, product life cycles are becoming shorter, which necessitates the rapid replacement of outdated goods and services with new ones. Innovation is made possible by creative thinking.
3. Consumers of today are more informed and have higher expectations. Expectations for meeting demands include higher standards for quality, renewal, and cost. In order to satisfy consumer wants and keep clients, new abilities are required.
4. As markets and technologies change quickly, successful ideas can be copied more simply, necessitating the constant development of new and improved product utilization procedures, as well as more rapid service.
5. Innovation can boost market segmentation, accelerate growth, and strengthen a company's position.

3. METHODS

Since the data was presented as numbers and statistical analysis was used to assess it, this research technique adopted a quantitative approach to examine the impact of students' motivation to utilize e-commerce applications in entrepreneurship. As it is founded on the positivist ideology, the quantitative technique is a positivistic approach. Because it adheres to the scientific principles of being concrete/empirical, objective, quantifiable, logical, and systematic, this method is considered to be scientific. The reason for applying e-commerce applications in entrepreneurship is the variable in this study. This study was carried out from October to November 2022 at Politeknik Bisnis Indonesia. Data collection in this study was carried out by conducting research directly at the research location, by distributing research questionnaires to the research object, namely as many as 20 students of Politeknik Bisnis Indonesia Pematang Siantar. The data was then analyzed statistically using t-test.

4. RESULTS & DISCUSSION

The research produced data about the perceived motivation for using e-commerce applications in entrepreneurship. Data are grouped into three groups based on their experience in using e-commerce applications and their experience in entrepreneurship. The three groups of data are:

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

To find out whether there is a difference between the data groups of respondents who already have an e-commerce account and do not have an account, a t-test analysis is performed. Calculation of statistical data using the Ms. Excel application.

From the data group of respondents who already have accounts (variable 1) and those who do not have accounts (variable 2), statistical calculation results are obtained to find out the mean, standard deviation and t-test as presented in Table 1.

Table 1. Statistical Results for Groups of Respondents Who Already Have An E-Commerce Account and Do Not Have An Account

	Variable 1	Variable 2
Mean	27,85	24,55
Variance	9,524	20,05
Observations	20	20
Pooled Variance	14,787	
Hypothesized Mean Difference	0	
Df	38	
t stat	2,728	
P(T<=t) one-tail	0,003	
t critical one-tail	1,685	
P(T<=t) two-tail	0,007	
t critical two-tail	2,024	

From the results of the t-test calculation with the excel application above, it is obtained that t count = 2.728 while the t table is 1.685 or t count < t table. This shows that there is a significant difference between the perceived motivation for using e-commerce applications between the data groups that already have an e-commerce account and those who do not have an account. From the average calculation, it was also found that the average motivational data for using e-commerce applications in groups that already had an account was 27.85, while those who did not/did not have an account were 24.55 or less. While the results of the significance level test obtained a = 0.0003 which is smaller than 0.05. This shows that the motivation to use e-commerce applications for respondents who already have an account is higher than those who do not have an account.

Furthermore, for the data of respondents who have transaction experience (variable 1) and who have never transacted (variable 2), the results of statistical calculations are obtained as the following.

Table 2. Statistical Results for The Group Of Respondents Who Have Experience in E-Commerce Transactions and Do Not Have Transaction Experience

	Variable 1	Variable 2
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Mean	27,77	24,22
Variance	8,535947	11,35947
Observations	18	18
Pooled Variance	9,947811	
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	0,001284	
t critical two-tail	2,032244	

From the results above, it is obtained that t count = 3.38 while the t table is 1.69 or t count > t table. This shows that there is a significant difference between the perceived motivation for using e-commerce applications between data groups that have experience in transacting in e-commerce and those who have never. From the average calculation, it was also found that the average motivational data for using e-commerce applications in groups that already had an account was 27.77, while those who did not/did not have an account were 24.22 or less. While the results of the significance level test obtained $\alpha = 0.0018$ which is smaller than 0.05. This shows that the motivation to use e-commerce applications for respondents who have experience in transacting in e-commerce is higher than those who have never transacted in e-commerce.

Meanwhile, for the data of respondents who have a business at home (variable 1) and those who do not or do not yet have a business (variable 2), the results of statistical calculations are obtained as follows.

Table 3. Statistical Results for Groups of Respondents Who Have a Business at Home and Those Who Do Not or Do Not Have Their Own/Family Business

	Variable 1	Variable 2
Mean	28,22	31
Variance	15,94444	3
Observations	9	3
Pooled Variance	9,472222	
Hypothesized Mean Difference	0	
Df	16	
t stat	-1,9146	
P(T<=t) one-tail	0,0368	
t critical one-tail	1,745844	
P(T<=t) two-tail	0,073599	
t critical two-tail	2,119905	

From the results of the t-test count with the excel application above, it is obtained t count = -1.91 while the t table is 1.745 or t count < t table. This shows that there is a significant difference between the perceived motivation for using e-commerce applications between data groups that have experience in transacting in e-commerce and those who have never. From the average calculation, it was also found that the average motivational data for using e-commerce applications in groups that already had an account was 28.22, while those who did not/did not have an account were 31.0 or less. While the results of the significance level test obtained $\alpha = 0.036$ which is smaller than 0.05. This shows that the motivation to use e-commerce applications for respondents who do not have a business

is higher than those who already have their own business or family business.

5. CONCLUSION

From the description of the results and discussion above, the following conclusions can be drawn: (1) Motivation for using e-commerce applications in entrepreneurship who already have an account is higher than those who do not have an account; (2) The motivation for using e-commerce applications in entrepreneurship has experience in transacting in e-commerce is higher than those who have never transacted in e-commerce (3) The motivation for using e-commerce applications in entrepreneurship is higher for those who do not have a business compared to those who already have their own business or family business; (4) The respondents who already have an account and who have experience in transacting using e-commerce can then proceed with providing training on various techniques for starting entrepreneurship; and (5) The respondents who already have their own business or family need to be given more intensive training to use e-commerce to assist their entrepreneurial activities.

6. REFERENCES

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