

Entrepreneurial Interest: How The Impact of Entrepreneurship Education, Perceptions of Ease of Use on Applications in Entrepreneurial Interest

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ARTICLE INFO



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Keywords:

*Entrepreneurship Interest,
Entrepreneurship Education,
Perceptions of Ease of Use,
Applications*

DOI:

<https://doi.org/10.33096/jmb.v9i1.523>

ABSTRACT

The goal of this research was to examine how students in the Faculty of Economics and Business at the Universitas Labuhanbatu felt their exposure to entrepreneurship education influenced their desire to start their own businesses. Quantitative methods were used for this study. Using the Slovin method, this study surveyed 70 eighth-semester Management majors from the Faculty of Economics and Business at Labuhanbatu University's main campus. Interviews and questionnaires were used to gather information for this investigation. Data is analyzed with SPSS's multilinear regression function. According to this research, students at the University of Labuhanbatu's Faculty of Economics and Business who received entrepreneurship education reported a considerable increase in their enthusiasm for starting their own businesses. Partially and concurrently, application use significantly affects entrepreneurial interest, with the variables of entrepreneurial education and application ease of use each accounting for as much as 0.787 of the total R Square coefficient (R²) value. The remaining 21.3% was impacted by external variables.

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengkaji bagaimana mahasiswa Fakultas Ekonomi dan Bisnis Universitas Labuhanbatu merasakan paparan pendidikan kewirausahaan mempengaruhi keinginan mereka untuk memulai usaha sendiri. Metode kuantitatif digunakan untuk penelitian ini. Dengan menggunakan metode Slovin, penelitian ini mensurvei 70 mahasiswa jurusan Manajemen semester delapan dari Fakultas Ekonomi dan Bisnis di kampus utama Universitas Labuhanbatu. Wawancara dan kuesioner digunakan untuk mengumpulkan informasi untuk penyelidikan ini. Data dianalisis dengan fungsi regresi multilinear SPSS. Menurut penelitian ini, mahasiswa Fakultas Ekonomi dan Bisnis Universitas Labuhanbatu yang menerima pendidikan kewirausahaan melaporkan peningkatan yang cukup besar dalam semangat mereka untuk memulai usaha mereka sendiri. Secara parsial dan bersamaan penggunaan aplikasi berpengaruh signifikan terhadap minat berwirausaha, dengan variabel pendidikan kewirausahaan dan kemudahan penggunaan aplikasi masing-masing terhitung sebesar 0,787 dari total nilai koefisien R Square (R²). Sisanya sebesar 21,3% dipengaruhi oleh variabel eksternal.

INTRODUCTION

According to the 2019-2020 Internet survey report from the APJII (Indonesian Internet Service Providers Association), 73.7% of Indonesia's entire population (or 196.71 million people) have access to the internet at home. The increase of 25.61 million individuals from 2018's total of 171.1 million illustrates that the population is growing. (Apjii, 2020) The internet has taken on an increasingly vital role in modern society, to the point where it is now practically essential. Together with the rapid evolution of technology, which has altered human society all across the world. Since most people now rely on the internet for their day-to-day activities, they have shifted their shopping habits from brick-and-mortar stores to online marketplaces like Shopee. Based on the results of the study (Sari, 2020) People are motivated to shop online by two sources: personal and societal. Promotion, social status, the desire to purchase, the 3M perspective (simple, cheap, profitable), and trustworthiness are all internal elements that motivate people to

shop online. External influences, such as routine, peer pressure, knowledge of the internet, and deals, also contribute to the rise of online shopping. The author conducted brief interviews with students in the economics and business departments at Labuhanbatu University and found that virtually all of them had shopped online at least once, with many having done so multiple times via the shopee app.

One of the elements that determines whether or not someone will make a repeat purchase is their opinion of how simple the program is to use. Users take their first steps toward mastering a technology based on how simple the program is to operate. Hartono argues that users will profit tremendously from applications that are easy to use, because once the simplicity of using the application has been experienced, more effort is unnecessary to reap the benefits. Javadi claims that consumers would increasingly turn to e-commerce as they find it easier to shop from home and find more personalized results. (Prathama & Sahetapy, 2019). Searching for products and accumulating information about those things is made simple on the shopee marketplace. Some people who are always on the go find that shopping online is the best option because they can simply order what they need from the comfort of their own home and wait for it to be delivered to their door. Payment options are streamlined when using a marketplace like shopee, as customers can use cash on delivery, debit cards, bank transfers, and even micro markets to top up their shopeepay accounts. The fact that shoppers on shopee can haggle over prices is what attracts them there. Then, once the item is shipped, you can check the tracking number on your shopee app to see when it was delivered. Because of how convenient the shopee app is, customers, especially in the city of Rantauprapat, are more likely to make repeat purchases. However, there are other issues that consumers frequently encounter when using the Shopee app, such as the complexity of the steps necessary to process refunds. Then, if you decide you want to return the things, you'll have to go through a lengthy and time-consuming process, which includes repacking the items you want to return and sending them back to the seller.

When making a purchase or sale, trust between the buyer and seller is essential. (Andhini & Khuzaini, 2017). Consumers' trust in a vendor is crucial to the success of any online transaction; without it, they may be hesitant to make additional purchases or commit to other types of online buying. One common issue with shopee marketplace purchases is that customers feel duped when the item they receive is different from what was advertised. The vendor may fail to send the promised goods, or they may be lost in transit, or they may cancel the sale without notifying you first. As a result of the aforementioned issues, customers feel wronged and are less likely to return to the store in the future. Shopee needs to address this issue so that its customers are protected from dishonest merchants.

Shopee's superiority and popularity among modern consumers can be attributed in large part to the platform's compelling discount policies. Sales promotion, according to Kotler and Keller, is "a coordinated effort to use various forms of motivational media to persuade consumers to make rapid purchases." (Pratama & Sanjaya, 2022). The Shopee app implements a variety of sales promotions, including free shipping promos, daily flash sales, and monthly events like 11.11 and 12.12, which offer substantial discounts via plentiful vouchers and cashback in the form of coins, in addition to additional free shipping. Moreover, Shopee works with well-known artists from all over the world to serve as brand ambassadors, and it employs celebrities and social media influencers as a means of advertising its wares, especially in light of the fact that the younger generations today tend to follow the trends set by those in positions of power. The free shipping program, for example, may only be used under certain minimum purchase requirements, and the free shipping supplied does not cover all the shipping specified,

thus not all Shopee customers are happy with the promotions that are run by Shopee. For instance, the supplied free shipment is only Rp. 20,000, while the shipping is indicated at Rp. 37,000. This means that not all customers can take advantage of the given free shipping deal.

Keller states that the urge to make a repurchase might be seen as a character trait known as "repurchase intention." (Maulidya et al., 2021). The term "repurchase" refers to the repeated buying and selling of the same product or establishment by the same customer. Several variables, including the product's intuitiveness, customer confidence, and marketing efforts, can affect this. Students in the department of economics and business at Universitas Labuhanbatu frequently return to the shopee marketplace for these three reasons.

Some people claim that using the shopee marketplace is less complicated than using other markets. This is mostly due to the shopee app's user-friendly menu interface, for instance. However, as was previously said, some functionalities are tricky to use. Similarly, the shopee marketplace is relied upon as a reliable online purchasing site with secure financial transactions. However, it is very uncommon for customers to fall victim to scams like not receiving their ordered goods after paying for them. Then there are sales promotions, which are appealing in their own right because of the variety of discounts they offer. In light of these issues, the current research endeavors to ascertain the impact of Shopee's user-friendliness, consumers' trust in the platform, and sales promotions on the repurchase intent of students enrolled in the Faculty of Economics and Business at the University of Labuhanbatu.

(Prathama & Sahetapy, 2019) a study titled "The Impact of App Usability and Consumer Trust on Lazada E-Commerce Customers' Intent to Repurchase" was undertaken. The study's overarching goal is to ascertain how user-friendliness and trustworthiness of the Lazada app affect customers' propensity to make repeat purchases. Quantitative techniques, such as surveys, are used in this study. Non-probabilistic sampling methods were employed to select the sample size of 100 participants. Purposive sampling was used, and the data was processed with the smart pls 3.0 software, which included checks for validity, reliability, and hypothesis testing throughout processing. This study found that the repurchase intent of Lazada e-commerce customers was positively and significantly impacted by the app's usability and customers' trust in the company.

(Febrilla, 2022) The purpose of the study named "The Effect of Trust and Sales Promotion on Shopee Palu Consumer Repurchase Interest" was to identify the impact that trust and sales promotion had on consumers' desire to make repeat purchases from the Palu marketplace. Sixty people were randomly sampled for the study. Questionnaires were used to collect data, which was then analyzed using SPSS version 24 and multiple regression techniques. This research demonstrates that repurchase intent in the shopee marketplace in the city of Palu is significantly impacted by both trust and sales advertising.

Perceived ease of use, as defined by Jogiyanto, is a user's confidence in a piece of technology that necessitates little to no learning curve. (Dewi & Warmika, 2016). Davis stated the perception of ease of use as technology as a benchmark for one's confidence in a computer system that is understandable and easy to operate (Setiawan et al., 2020). Hinanti stated the perception of ease is how far a person can easily complete his work thanks to the system and technology he utilizes. (Robaniyah & Kurnianingsih, 2021)

According to Davis in (Maskuri et al., 2019) indicators that affect the ease of use of applications are; 1) Easy to access, where the application is easy to operate. 2) Easy to understand, the display that the app shows can be understood easily. 3) Easy to use, the application can be used easily so it is very effective and efficient.

Trust is the main key of an effort to get consumers so as to create loyalty from consumers. Where consumer confidence will grow along with what consumers have obtained as their expectations. For example, there are reviews or testimonials that will build consumer trust in a business (Istiqomah et al., 2019). In line with (Andhini & Khuzaini, 2017) which states Trust is the confidence that buyers have in sellers when making buying and selling transactions. According to Mowen and Minor, consumer trust concerns all the knowledge that consumers have and all the conclusions consumers reach about the objects, attributes, and benefits of a product. (Kusasih, 2021)

Ziqmund in (Tumbel, 2017) states the indicators of trust, namely; 1) The best service, where the seller provides maximum service to consumers so that consumers feel satisfied. 2) Consistent, still maintain the quality of products and services so as not to change and disappoint. 3) Complete, where the resulting products can meet consumer demand. 4) Valuable, the products produced have the best quality. 5) Keep promises, the resulting product is in accordance with the description listed and does not change it.

Kotler and Keller stated that sales promotion is a collection of various motivational media arranged to influence consumers to buy products in a very fast time (Pratama & Sanjaya, 2022). In line with Saladin who said that sales promotion is an activity carried out by sellers in the short term but is not often carried out and will not be carried out repeatedly with the aim of encouraging consumers to respond to buying products with different interests (Pramezwarly et al., 2021). According to Tjiptono, sales promotion is a form of direct encouragement through motivation that can be planned as a stimulus in purchasing products quickly so as to increase the number of products purchased by consumers. (Pradana, 2021)

According to (Kempa et al., 2020) sales promotion indicators are; 1) Discounts, discounts given to a product directly to consumers. 2) *Cashback*, an amount of money returned after making a payment transaction. 3) *Bundling* products, which are products sold in one package containing several products at special prices. 4) Vouchers, which are shopping coupons given to consumers that can provide benefits when shopping.

According to Keller in (Maulidya et al., 2021) *repurchase intention* is a trait that a person has as an action that shows a desire to make a repurchase. Where repurchase interest is the process of thinking a person before deciding to make a purchase. According to Margee Hume in (Mardiah & Anugrah, 2020), repurchase interest is the feeling that arises and the desire to make decisions on products to make repurchases. In line with Goh who stated that repurchase interest as the desire of a consumer to repurchase the same product previously based on experience and expectations. (Putra & Prasetyawati, 2021)

Ferdinand in (Algustin & Matoati, 2020) stated indicators of repurchase interest, namely; 1) Transactional interest, consumer behavior to always make repeat purchases of products they have consumed. 2) Referential interest, the desire of consumers to recommend products they have consumed to others. 3) Preferential interests, the behavior of consumers who choose the products they have consumed as the main choice. 4) Exploratory interest, consumer behavior that is always looking for information about the desired product as a positive supporter of the product.

RESEARCH METHODS

Short interviews and research instruments in the form of questionnaires or research questionnaires are used to collect data for this study. Students in their eighth semester at

Universitas Labuhanbatu's Faculty of Economics and Biology who have shopped at Shopee at least twice will be invited to participate in the study by receiving a questionnaire. The Likert Scale is the tool used by researchers to quantify factors including application usability, customer trust, the effectiveness of a sales promotion, and the desire to make a second purchase. In order to quantify how people react to, and make sense of, social events, researchers have turned to the Likert scale (Arda, 2017). Market researchers naturally assemble populations of items with similar features for study (Prathama & Sahetapy, 2019). The 231 participants in this study were all eighth-semester students in the Department of Economics and Business at Labuhan Batu University. The Slovin formula was used to calculate a sample size, and the resulting value of gka was 69.78; this value was then rounded up to 70 in order to ensure a sufficient sample size. Multiple linear regression analysis in SPSS was used in this investigation. The significance of the dependent variable in the overall model can be determined with this approach. Here is how the multiple regression technique is formulated:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Where : Y = repurchase interest
a = constant
 b_1, b_2, b_3 = multiple regression coefficients
 X_1 = ease of use of the application
 X_2 = consumer confidence
 X_3 = sales promotion
e = standart error

RESULTS AND DISCUSSIONS

Based on the result of this research, can be explained that the value of the regression coefficient X_1 is 0.256, indicating that the application ease of use variable (X_1) has a positive influence on repurchase interest (Y) which means that every increase in one unit of the application ease of use variable (X_1) will affect repurchase interest (Y) by 0.256, the value of the regression coefficient X_2 of 0.206, indicates that the consumer confidence variable (X_2) has a positive influence on repurchase interest (Y) which means that every increase in one unit of consumer confidence variable (X_1) will affect repurchase interest (Y) by 0.206, the value of the regression coefficient X_3 is 0.618, indicating that the sales promotion variable (X_3) has a positive influence to repurchase interest (Y) which means that every increase in one unit of sales promotion variable (X_3) will affect repurchase interest (Y) by 0.256, assuming that other variables were not studied in this study, we can see in the following table:

Table 1. Multiple Linear Regression Analysis

		Coefficients ^a				
Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.164	2.444		-.886	.379
	Ease of Use of the App	.256	.116	.164	2.213	.030
	Consumer Trust	.206	.095	.221	2.173	.033
	Sales Promotion	.618	.107	.583	5.794	.000

a. Dependent Variable: Repurchase Interest

The results of the multiple linear regression test are summarized in the table above, which explains that: a) There is an effect of application usability on repurchase interest, with a sign value of 0.030 0.05 and a calculated t value of $2.213 > 1.996$ (t table), suggesting that H0 is supported, or that there is an association between X1 and Y. Since the sign value is 0.000 0.05 and the calculated t value is $5.794 > 1.996$ (t table), we can conclude that H3 is true; there is an influence between X3 and Y. c) The impact of sales promotion on repurchase interest.

Table 2. Simultaneous Significance Test (F-test)

ANOVA ^a						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1890.088	3	630.029	81.174	.000 ^b
	Residuals	512.255	66	7.761		
	Total	2402.343	69			

a. Dependent Variable: Repurchase Interest

b. Predictors: (Constant), Sales Promotion, Ease of Use of Applications, Consumer Trust

Source: Data Processing Result, 2022

Since the sign value is known to be 0.000 0.05 and the F value is determined to be $81.174 > 2.74$ (F table), it follows that H3 is accepted, signifying that there is an influence between variables X1, X2, and X3 against Y.

Table 3. Coefficient of Determination (R²)

Model Summary					
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.887 ^a	.787	.777	2.78594	

a. Predictors: (Constant), Sales Promotion, Ease of Use of Applications, Consumer Trust

Source: Data Processing Result, 2022

The preceding data table demonstrates an R-squared value of 0.787, or 78.7 percent. It follows that the variables user friendliness of the application (X1), consumer trust (X2), and sales promotion (X3) all have a 0.787, or 78.7%, impact on the repurchase interest variable (Y).

CONCLUSIONS

The studies' findings suggest that a) Shopee marketplace repurchase interest is significantly impacted by app usability, b) Shopee marketplace repurchase interest is significantly impacted by consumer trust, c) Shopee marketplace repurchase interest is significantly impacted by sales promotion, and d) Shopee's repurchase interest is significantly impacted by the user-friendliness of the app, the trust of consumers, and sales promotion.

Based on the findings of this study, researchers may make the following recommendations: The Shopee marketplace should a) make it easier for users to access and use the Shopee app, including the use of features used when shopping, and b) pay closer attention to the seller partners who are most likely to engage in fraudulent purchasing and selling activities; and c) for Shopee sellers, it is preferable to further improve services, including a good response to consumers and maintaining the quality and quantity of their products, so as to increase sales. c) It is intended that the findings of this study will serve as a roadmap for future researchers who wish to replicate it and who may wish to include additional variables, such as

brand ambassadors and product reviews, that were beyond the scope of this particular investigation.

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