**UNIVERSITY OF BARISHAL**

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**Project**

**Title**

Online Shop Entrepreneurship Among Students

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# **1. EXECUTIVE SUMMERY**

The objectives of this study are what motivates students to become online shop trader; and what is the impact experienced by online shop sales students. This research is a type of descriptive qualitative research that uses a qualitational approach. There are five informants selected using the purposive sampling method. To meet the research needs, the informant criteria are selected and adjusted so that researchers can identify the motivation and impact of online store sellers. Interviews, observations, and documentation are the methods used to collect data. Further, quantitative descriptive analysis is carried out on data collected in three stages: data reduction, data presentation, and conclusion drawings. The results of this research show that based on the motivation of students selling online shops at Makassar State University, it is because they want to help their parents, to earn additional income. By using this online shop, sellers don't have to bother going to the shop to get the goods they want. To make a transaction, both parties don't need to meet each other. Once buyers select a product, they can pay for it with a credit or bank card, and the product will be shipped to the buyer's desired location. The positive impact felt by online shop sellers is that they can make their own money, their time is more useful and they can meet lots of people when delivering their products to people, they can also introduce their products outside the area. There is also a negative impact felt by online shop sellers, namely that they often suffer losses because Many people cancel (return) online shop marketplace via COD.

# **2. INTRODUCTION**

The development of the increasingly sophisticated times, Everything can be solved quickly and easily. One of them is the buying and selling process. Nowadays, when someone shops there is no need to do it directly between the seller and the buyer. There is a modern idea or option for shopping or transactions, namely with online shops. For sellers to market their goods to online shop buyers is one of the practical ways, only with a smartphone and internet network, sellers do not have to rent a place or set up a store. In addition, just by choosing, ordering and transferring money and write down the home address to the owner of the online shop so that to have the goods that the buyer wants does not need to leave the house. Usually the desired goods will be sent through means of delivery, such as Post Office, JNE, Tiki and others (Bennett et al., 2019; David, 2011; Nurcahyanie et al., 2022; Weizi Li, Kecheng Liu, Yinshan Tang, 2016).

Currently, online business is growing rapidly in Indonesia, online shop is one of them, namely shopping can be done only through smartphones and internet channels and is also used in buying and selling transactions, to witness and get what is cold they don't have to come to the store anymore, just use the internet to see and then order products that are in accordance with what you want Next, The online store owner will deliver the ordered products to the customer's home address after they pay(Albers et al., 2018; Bui & Nguyen, 2022; Day, 2020; Pan et al., 2006; Yang & Lee, 2022).

The influence of this technological development affects people's changing lifestyles, one of which is the use of gadgets where people tend to be active on the internet, such as online shopping. For today's users, online shopping is an alternative way because it is more practical. In terms of service coverage, efficacy, security, and online popularity have now developed, making online shopping one of the alternatives in buying an item, this is a type of change shown by the internet in terms of creativity in making purchases and making it easier in the transaction process(Grissemann & Stokburger-Sauer, 2012; D. Liang et al., 2013).

Online shopping, also known as e-commerce, has many advantages for customers. Some of them are that there is no need to leave the house or go to the store, just place an order, and the goods will be delivered to them. in your house. The two perceived advantages are saving time when shopping and saving fuel when shopping, In addition, we have the ability to control costs and compare costs from different online stores. All three e-commerce websites are open all day, which is beneficial when considering when we are going to start the operation of the online store.

In addition to the advantages felt, there are also some disadvantages or weaknesses that are felt from online stores, such as delays between the transaction process and sending products. Second, before we buy we cannot use the goods to be purchased. Third, we cannot check whether the goods we ordered previously are damaged or not. The main reason we shop online or e-commerce is because of the price. By taking into account the cost so that consumers when shopping at online stores, where the price view affects their purchase intentions. Sometimes the price in online stores is not much cheaper than in traditional stores, because shipping costs vary depending on the destination(Bonnet, 2008; Vithayathil et al., 2020).

In online shopping, consumer trust is one of the challenges that is difficult to overcome because it is related to the buyer's desire to buy goods. Want to define believing that someone will find what they want in the other party, not what the other party fears, and trust is a shared belief between the buyer and the seller, Trust is the most important factor of the many factors that affect buying and selling transactions in an online store. It is impossible to make transactions on the internet if customers do not really trust them. Online buying and selling can only be done by customers who are truly confident(T. P. Liang et al., 2011).

When customers want to choose between shopping online or buying physical goods, there is a doubt about the risk they will take. As a result, trust is crucial in e-commerce because consumers trust Internet companies. For example, when there is a fear that the goods being transported will be lost in the middle of the journey, this causes consumers to abandon the idea of buying something online(Bennett et al., 2019; Kollmann et al., 2019; Turan & Kara, 2018).

According to Hawes and Lumpkin, brand orientation is a key component that influences online purchase intent. According to research, brand loyalty influences purchase intent, especially for regular visitors, not just retaining existing customers. A strong brand makes them feel comfortable, and they will have more confidence in their purchase. The first impression that customers and consumers will have of their brand and is created through interpretation in their minds based on the emotional and functional benefits they derive. By looking at this definition, it is clear that a strong brand can influence sales and make customers trust the brand. After that, businesses can compete with competing brands, and consumers will find it difficult to switch to other brands because their view of the brand is already strong. Furthermore, an additional component is the lifestyle shopping habits associated (Arbabi et al., 2022).

The shopping orientation that everyone has can be seen from their activities, and interests when shopping. Purchase intent is the buyer's plan or desire for a particular item or brand. Asking about the likelihood of buying an advertised item can help you figure out the buyer's intent to buy an item. Before consumers actually make a purchase because they usually have the intention to buy a product. A perception is formed by the process of learning and thinking. The customer's decision to buy goods will be influenced by the price perception, trust, brand orientation, and shopping orientation that is formed. This buying interest creates an impulse that is embedded in the mind and becomes an extraordinary desire. Ultimately, when a customer needs to fulfill their demands, that desire will come true. According to Meskaran, There is a difference between a possible and actual purchase. A purchase that is actually made by a buyer is referred to as a purchase; on the other hand, the buyer's desire determines their tendency to buy something in order to buy the item in the future (Hanafizadeh et al., 2012).

# **3. THE IMPACT OF UNIVERSITY SUPPORT ON THE CREATION OF STUDENT ENTREPRENEURS**

This study examines the effect of investment by universities on student entrepreneurial activities, with an emphasis on the mediating effect of educational support. The effectiveness of university support on students’ entrepreneurial aspirations and motivations has long been of interest to researchers; however, the outcomes of previous studies are inconclusive. These studies mostly used survey data from a fraction of universities in a given country. To treat this topic more comprehensively, we empirically analyze how university support of entrepreneurial activities affects the number of student founders using a nationwide panel data set annually collected by a government agency in South Korea. Our findings suggest a significant and positive effect of university investment in entrepreneurship on the number of student founders. Differential mediating effects are observed according to the type of educational support. The results of this study may provide guidance in policy development for university and college educators in the form of a few recommendations for policymakers based on an understanding of the effectiveness of investments related to entrepreneurial activities. (Kyungmin Choi, September 6, 2017)

# **4. METHOD**

This study applies a qualitative approach, and the type of research used is qualitative descriptive to analyze what is the motivation of Makassar State University students to become online shop traders and what impact is felt by online shop sellers. The focus of this research is to find out what is the motivation of Makassar State University students to become online shop traders and what impact is felt by online shop seller students. The purposive sampling method was used to select the criteria for this informant, namely Makassar State University students who sell online shops. Observation, interviews, and documentation are the data collection methods used. To analyze the data, data reduction, presentation, and conclusion drawing are used.

**5. RESULT AND DISCUSSION**

## 5.1. Result

Based on the findings of the research on the motivation of online merchant students, the following results were obtained:

### **5.1.1 Motivation for students to become online shop traders**

In doing something, of course, there is encouragement or motivation such as the motivation of Makassar State University students to become online shop traders, there are various motivations as explained by M. Hasdar Hatib who said that:

"My motivation is very clear, I want to help ease the burden on my parents because the cost of UKT is 5 million per semester, so my motivation to run a business or online shop is very clear, besides that I really want to be successful at a young age. Because if it is not from now on, there will be hardships in old age (Makassar, September 27, 2023).

In line with what Parida Syafaruddin explained regarding her motivation to become an online shop trader as follows:

"My motivation is because I am the backbone of my family, in order to survive, I continue to promise to be an entrepreneur in the digital era in accordance with the fashion I like. (Makassar, September 27, 2023)

The motivation to become an online trader was expressed by Nursyam Awaliyah who said that:

"Well, in addition to a side job as a student, the product can also be used, to meet needs, savings" (Makassar, September 27, 2023)

.The motivation for becoming an online shop seller by Makassar State University students was expressed by Fildza Anisya Ramadhani as follows:

"The motivation is because I need extra money and can make money without disturbing my studies" (Makassar, September 27, 2023)

In contrast to Sri Ayu Sadaria, the motivation for becoming an online shop seller is as follows:

"The first of course is to profit from the sales results, I want to become a millennial trader even though I don't have a store but can sell, deceive the place of food/souvenir production in my area, and the most important thing is the desire to introduce souvenirs/typical food of my area, namely Enrekang Duri" (Makassar, October 4, 2023)

From the results of the interview above, it was explained that the motivation to become an online shop seller was because of the desire to help parents, besides that their online business started because of the desire to succeed through an online business according to the fashion they liked. Today's world is completely digital, which obviously opens up many new opportunities, including business opportunities. Starting an online business may be one of the best options for those who want to earn extra money and motivation Want to become a millennial merchant even though they don't have a store but can sell, deceive food production places in my area, and the most important thing is the desire to introduce souvenirs/regional specialties.



**Global Annual Shopping Revenue**

|  |  |  |
| --- | --- | --- |
| **Year** | **Revenue *(in trillions)*** | **YoY Growth** |
| 2023 | $5.82 | 10.0% |
| 2022 | $5.29 | 6.29% |
| 2021 | $4.98 | 17.2% |
| 2020 | $4.25 | 26.8% |
| 2019 | $3.35 | 12.4% |
| 2018 | $2.98 | 25.2% |
| 2017 | $2.38 | 29.1% |
| 2016 | $1.85 | 19.2% |
| 2015 | $1.55 | 15.9% |

### **5.1.2 The impact felt by online shop selling students**

By using this online store, consumers do not have to bother visiting a physical store to get the desired product. Through smartphones, buyers can view and check the items being sold. To make a transaction, both parties do not need to meet each other. Once the buyer has selected the product, they can pay for it with a credit card or bank, and the product will be delivered to the buyer's desired location. However, there is an impact that is felt by students who sell online shops or students who do online business.

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**➢Positive Impact**

This was more clearly expressed by Parida Syarifuddin that:

"You can get money just at home and of course you can open job vacancies to help organizations around. Customers and the delivery are not limited with free shipping can send goods to remote areas, now online shops like me can also develop more because the opportunity to export goods to foreign buyers easily through the internet is wide open, so introduce local products". (Makassar, September 27, 2023).

The positive impact felt in selling online shops was expressed by Nursyam Awaliyah

"If the positive impact is to be able to meet many people, especially if you deliver products" (Makassar, September 27, 2023).

From the results of the interview above, it was explained that the positive impact felt by Makassar State University students in running an online shop can earn income even if it is only at home and of course can open up jobs so that it can help people around them, then customers and the delivery is unlimited with free shipping can be able to send goods to remote areas now online shops like me can also develop more because the opportunities are more open Export goods to foreign buyers easily through the internet, so introduce local products in addition to the impact felt can meet many people, especially when online Shop business people deliver their products to customers.

**➢Negative Impact**

The negative impact felt by Makassar State University students becoming online shop traders as explained by Farida Syarifuddin who said that:

"We often lose money because many online shops in the marketplace via COD cancel (return) we get PHP. The negative is also that if my store in the Shop system/application has an error, usually every 2 months, then I have to pay a lot of taxes for sales." (Makassar, September 27, 2023).

In line with what Nursyam Awaliyah felt, it was revealed that:

"But if the negative impact is that many buyers give or like bargaining for me to continue not to take the most negative thing if there is someone on behalf of ." (Makassar, September 27, 2023).

In contrast to what was felt by M Hasdar Hatib that:

"So far, I don't feel any impact because it happens that my business can be done at any time, so if you are tired, you can take a break, if you have a lecture schedule, you can put aside the business first, later when you finish all the business, then go back to running the business because it happens that the business I am running has no targets and closing points, really we can manage everything." (September 27, 2023).

From the results of the interview above, it can be concluded that the negative impact felt by Makassar State University students, online shop sellers often lose money because of the online shop marketplace via COD, many cancel (return) to buying online product, but after they buy it, then they cancel the order, and the most negative is when someone implants someone, but in fact the person does not place an order at all.

## 5.2 Discussion

Online shops or commonly called online sales emerged because with the development of the times and are a business model where buying and selling transactions are carried out online where buyers can directly choose the desired product online through gadget. Since online stores require gadget and internet connections, people don't need to go out of the house to buy something.

Many new business opportunities have been opened up by the advancement of information technology today. Human life in the digital era is marked by many conveniences, one of which is the ability to communicate and communicate without the limitations of space and time. Online shopping has replaced the traditional and traditional shopping culture where Buyers and sellers have to talk and negotiate in person but thanks to online shopping, sellers and buyers can communicate without a face-to-face meeting and negotiate through various payment methods(Zhu & Lin, 2019).

The rise of various online stores that sell items such as clothing, electronics, home appliances, cosmetics, food, etc. can encourage people to buy online. Today's students are no exception because they don't just buy things out of necessity, Many online stores display attractive advertisements and offer various types of discounts to encourage students to shop online. The various features offered by online stores provide convenience and satisfaction for consumers who make purchases, so that they can motivate customers to continue buying (Mileva & Dh, 2018).

Student shopping activities are usually more aimed at meeting their psychological needs. Shopping is a fun way to make yourself happy. as well as students' curiosity about clothes or beauty products that are currently trending. In addition to changing people's shopping habits, traditional shopping culture to online shopping culture also changes the lifestyle of consumers, especially students. They used to shop to meet their basic needs, but now they shop because they want to try new things. Online businesses are very popular and are carried out by people from all walks of life, both as a main job and a side job, such as housewives, employees, students, and students. They work for the business completely.

The way people interact with each other around the world has been transformed by advances in information and communication technologies, especially the internet. As a result, online business is a business system that is widely used in the modern era like today so that it can grow and develop rapidly. Another opinion states that online business is a business that makes the internet a smart step in carrying out business strategies such as promotion, buying and selling, and managing the resources needed to operate. Online business that is rampant in the community also occurs among students in the university environment. To earn extra money to meet their needs, they start an online business as a side hustle(Ali & Abidin, 2019; Spiegel et al., 2016).

At the State University of Makassar itself, there are still many students who run online businesses, both those who have been engaged in this online business for a long time and those who are still new and looking for business experience. Those who are still trying their luck to make a profit because they have seen other friends who have been quite successful in the online business that is being worked on, while those who have been running an online business for a long time have more experience and knowledge about how to run the business.

The average student runs an online business part-time. They do this business as a hobby and as another job so that they can earn extra money that can help support their daily needs and can ease the burden on their parents. They take the time to provide the best service for violations that are

just asking questions or who are serious about ordering. They in doing this online business can not only be done online but also directly or offline stores, such as payments and orders directly, opening their stores in easily accessible areas such as homes or in boarding houses that can be used as stores to target goods for sale (Blaser et al., 2021; Clapp-Smith et al., 2009; Marimin et al., 2016).

Common items sold are clothing, bags, shoes, and cosmetics. The clothes offered by each student are different, such as knitwear, Muslim women's clothing, and chiffon clothing. In addition, the bags and shoes offered also vary, such as local and imported bags and shoes. including clothes, bags, shoes, wallets, cosmetics, watches, accessories, veils, tea, milk, starter cards, decorative lights, and mobile phones. The most widely sold products are also such as beauty products, whitening creams and whitening soaps. Students who run online businesses serve customers from various walks of life, such as employees looking for cosmetics, young people, and mothers.

It is hoped that business owners who run online businesses can maintain trust and convince customers or potential buyers. In addition, running an online business is certainly not young because it takes a lot of time and effort to get. To get many consumers and customers requires maximum effort and hard work. In management, patience and perseverance are also needed in doing business online. Media is also no less important as part of the advancement of the internet where in doing online sales students should be able to communicate and manage social media, which is used to do business online, such social media for example Facebook, Twitter, and Instagram.

Internal motivation that arises as a result of the intention to do a job such as doing business online is an internal motivation. This motivation is very influential on the progress of the business carried out, especially because this motivation comes from within the individual and their possibility to reinforce the goals they have set. Whatever happens will not prevent them from achieving their goals if it has been firmly embedded in a person. One of the things that may have an impact on doing online business is influences from outside, such as being inspired by successful online businessmen or even because of invitations from friends, although online businesses certainly have many rivals, but business people are required to be able to improve their ability to compete with other businesses.

### **5.2.1 Motivation of students to become online shop traders**

The motivation of online shop sellers at Makassar State University is because of the desire to help their parents, besides that their online business started because of the desire to succeed through online business according to the fashion they like. Today's world is completely digital, which obviously opens up many new opportunities, including business opportunities. Starting an online business may be one of the best options for those who want to earn extra money. Motivation for making these online sales

### **5.2.2 The impact felt by online shop selling students**

By using this online store, consumers do not have to bother visiting a physical store to get the desired product. Through smartphones, buyers can view and check the items being sold. To make a transaction, both parties do not need to meet each other. Once the buyer has selected the product, they can pay for it with a credit card or bank, and the product will be delivered to the buyer's desired location.

However, there is an impact that is felt by students who sell online shops or students who do online business. Based on the results of interviews with informants of students of the State University of Makassar who sell online, the negative impact is that they often lose money because the Online Shop Marketplace via COD is many who cancel (return) to buy an online product, but after they buy it, then they cancel the order, and the most negative is when someone implants someone, but in fact the person does not place an order at all.

The positive impact felt by students selling online shops can make their own money, time is more useful and can meet with people when delivering their products to people can also introduce their products outside the region.

# **6. CONCLUSION**

Based on the motivation of the students selling online shops at the State University of Makassar because of the desire to help their parents, to get additional income. By using this online-shop, the seller makes it unnecessary for customers to travel far to the store to get the desired item. To make a transaction, both parties do not need to meet each other. Once the buyer has selected the product, they can pay for it with a credit card or bank, and the product will be delivered to the buyer's desired location. As for the positive impact felt by online shop sellers, students can make their own money, time is more useful and can meet with people when delivering their products to people can also introduce their products outside the region, there is also a negative impact felt by online shop sellers, namely often losing money because many of the online shop marketplace via COD are canceled (returned).

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