



Success of Students Who Have Online Shop Business

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Abstract

This study was conducted to describe the factors that influence the success of students who have an online shop business. The research methodology used in this research is qualitative with the type of phenomenological research. Collection method data using interviews and observations. The stages of the analysis technique in this study began with data reduction, data presentation, and then conclusion. The results showed that the three subjects, namely EM, EWP, and DP experienced different levels of online shop business success. Factors that influence students' success in online shop business include business capital, business experience, education level, and manpower.

Keywords: *Student; Success in Online Shop Business*

Introduction

The development of an increasingly dynamic era has provided rapid progress in all aspects of life, especially in the fields of science and technology. The existence of technology that is increasingly developing makes people so dependent on their presence, especially with the internet making it easy for people to obtain various kinds of information (Joesyiana, 2019). The internet has become very important and difficult to separate from modern society. Through the many models of information and communication technology equipment with various features presented, each individual or community group can interact with each other, exchange ideas, and collaborate to carry out several lifeactivities (Tharob et al., 2017).

The development of the internet in Indonesia has shown significant development. Based on the results of the APJII internet user survey (2020) 2019 to 2020, there was an increase of 25.5 million new internet users in Indonesia, which means that the role of internet technology is getting more massive with its increasingly an important role in various sectors of life, such as social, economic, and political. According to Joesyiana (2019), one of the impacts of globalization is that people begin to change their way of thinking to become more instant and practical without having to use energy and spend a lot of money. The community tries to do and carry out creative ideas to follow and at least align economic life with the flow of globalization (Diva & Winanta, 2015).

Nowadays, it is also easier for people to carry out all activities to support and realize all their needs in their lives, from online buying and selling, online ordering processes, online shopping centers, online learning, and many more online activities (Joesyiana, 2019). This condition is certainly very well utilized by business people to run their business online because business activities can be carried out online wherever individuals are, not limited by space, place, and time. In line with the opinion of Serfiyani et al. (2013) an online business system that grows and develops rapidly thanks to the advancement of information and communication technology, especially internet technology, has succeeded in revolutionizing human relations throughout the world. Aunurrofik (2013) states that online business is carried out by utilizing the internet to carry out business activities such as promotions, buying and selling transactions, to managing the resources needed to run a business.

The online business phenomenon in the community also occurs in the university environment, namely among students. Students make an online business a side job to earn extra money to make ends meet. Based on research conducted by Pratiwi et al. (2014) on students of the Economic Education Study Program, Faculty of Teacher Training and Education at the University of Jember, it was found that some students did online business, both those who had been for a long time and those who were new to running the business. Students who are new to running an online business try their luck in the business by seeing friends who are quite successful in running an online business, while students who have been running an online business for a long time are more experienced in running the business and already know the perceived benefits of running the business. An online business occupied by students on average runs on a part-time basis. They do the business to fill their spare time and as a side job to get a profit that can help make ends meet.

Entrepreneurial students must carefully plan in advance to examine the truth of their income. Based on research conducted by Ardista (2018), it was found that many students have started entrepreneurship, even some of them who are entrepreneurs have already received more than enough profit so that they can maintain their businesses. The success of a business is certainly influenced by the skills of the entrepreneur itself. Individuals must be able to see opportunities appropriately to maintain the business run and be able to manage business, funds, and resources well (Sulastri, 2017). According to Ardista (2018), entrepreneurship for students can provide a change in thinking patterns in exploring potential. Students at least understand the general concept, so that decision-making will be more targeted and the resulting output will help students to live life. Based on the discussion above, the researcher was then interested in knowing the success of students who opened an online shop business. In this study, the researcher will raise the title "Success of Students Opening an *Online Shop Business*".

Research Methods

A. Types of Research

The type of research used in this research is phenomenology. According to Alase (2017), phenomenology is a qualitative method that allows a researcher to use and apply his subjectivity and interpersonal skills in the research process; Phenomenology provides the best opportunity for researchers to understand, think, and consider deeply about life experiences that happened by the research subjects.

B. Research Focus

The technique in selecting the sample in this study used *purposive sampling*. According to Hardani et al. (2020), *purposive sampling* has the main characteristic, the sample is selected specifically based on the purpose of the study. This technique is considered capable of revealing deeper data because the sample is aimed at important data sources related to the problems studied (Nugrahani, 2014). The criteria for this research subject include:

- a. Actively registered students in lectures.
- b. Have an online shop business and managed to survive for at least one year.
- c. Have no communication problems (for interview purposes)
- d. Willing to participate in research as a whole.

The object of research in this study is the success of students who open an online shop business

Conceptual Definition

1. Student

Defined as:

- a. Students are individuals who are studying at the university level, both public and private, or other institutions that are at the same level as universities (Siswoyo, 2007).
- b. A student is someone who is studying or getting knowledge and is enrolled in one form of college, which consists of academics, polytechnics, academies, institutes, and universities (Hartaji, 2012).
- c. Students are in a period of entering adulthood which is generally in the age range of 18-25 years, at which time students have responsibility for their development period, including having responsibility for their lives to enter adulthood (Hulukati & Djibran, 2018).
- d. So, it can be concluded that students are individuals who are in the age range of 18-25 years and are registered to be undergoing education at the university level or other institutions at the same level as universities.

2. Student Characteristics

According to Bella and Ratna (1985), students are members of the community who have certain characteristics, including:

- a. Having the ability and opportunity to study in college, so that they can be classified as the intelligentsia.
- b. Because of this opportunity, students are expected to be able to act as capable and skilled leaders, either as community leaders or in the world of work.
- c. It is expected to be a dynamic driving force for the modernization process.
- d. It is hoped that they can enter the world of work as qualified and professional personnel.

3. Factors Affecting Student Interest in Entrepreneur

The factors that influence student entrepreneurship according to Afifah et al. (2020) consist of two factors, namely:

a. Internal factors

Internal factors are factors that arise from within the individual itself, such as conducting training, direction, and motivation to refer to an individual's inner interest in entrepreneurship. The indicators of internal factors are mindset, feelings of pleasure, and creativity.

b. External factors

External factors are factors that arise from outside the individual, where the phenomenon of external factors occurs in the community and family environment which triggers the emergence of interest such as business from generation to generation of students which makes students quite interested in entrepreneurship. The following are indicators of external factors:

1) Family environment

Is the smallest community group consisting of a father, mother, children, and other family members. The family is the basis for the growth and development of children which gives the initial influence on the formation of personality.

2) Community environment

It is an environment outside the family environment, which is in the area where he lives. For example, someone who lives in an area where there is an electronic service business or often associates with successful electronic entrepreneurs will generate interest in entrepreneurship in the electronics sector and others.

3) Educational environment

A place to seek knowledge is the basic capital used for entrepreneurship, as well as the skills gained during the lecture process, especially in practical courses.

4. *Online Shop*

Defined as:

- a. *Online shop* is one of the facilities that offer goods or services via the internet so that consumers can see what is sold in the online store (Loekamto, 2012).
- b. *Online shop* is a means to sell various kinds of products or merchandise on the internet (Fitriani, 2015)
- c. *Online shop* buying and selling are carried out in electronic media where transactions are not carried out directly or face to face by the seller and the buyer, while the delivery of goods can be done after the consumer pays for it (Fitria, 2017).
- d. *Online shopping* is a facility provided to simplify public shopping that does not require face-to-face contact with customers, no queues, and no bargaining (Fikri et al., 2020).
- e. So, it can be concluded that an online shop is a means of buying and selling through electronic media that can make it easier for people to shop without meeting in person.

5. *Online Shop Characteristics*

According to Fitria (2017), the characteristics of an online shop consist of three characteristics, namely:

- a. There is a transaction between the seller and the buyer.
- b. There is an exchange of goods, services, or information.
- c. Internet is the main media used in transaction processing.

6. *The Factors Affect Online Shop*

Business Success

The factors that influence the success of online shop business students according to Ratnasari (2017) consist of four factors, namely:

Business Capital

Business capital is not always in the form of money, business capital can be in the form of desire, expertise, motivation, and supporting things in running a business. With the existence of a great desire,

expertise, or motivation with the slightest capital, the business will run smoothly and get success without having to spend large enough capital. With large capital, it cannot be the only benchmark for individuals to achieve success, this goes back to how individuals manage capital optimally so that the business they run can run smoothly.

a Business Experience

Business experience is very influential on business success. A person's skills and knowledge are obtained through the experience he has, even though it is obtained informally or formally. The more experience an individual gets, the more knowledge he gains so that the individual has a great chance to become a successful businessman.

b Level of Education

The level of education affects the success of the business. Not infrequently the average businessman has higher education because doing business is not easy, there needs to be a lot of knowledge gained or learned from education. With higher education, individuals will have a mind that is one step ahead and be able to think about what plans or strategies are good to do.

c Manpower

The workforce also affects the success of the business, with the presence of workers, the business that is run can run smoothly. Especially in a business that is already large enough, it requires sufficient manpower to run a business and satisfy the hearts of consumers with their performance

C. Data Types and Sources

1. The type of data used is qualitative data
2. The data source used is primary data

D. Data Collection Technique

In this study, data collection techniques used interviews and observation

E. Data Analysis Technique

Data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and other materials so that they can be easily understood, and the findings can be informed to others. Data analysis is done by organizing the data, breaking it down into units, synthesizing it, arranging it into a pattern, choosing what is important and what will be studied, and making conclusions that can be told to others (Sugiyono, 2016). Gay (2011) revealed that data analysis is an attempt by qualitative researchers to summarize the collected data accurately and reliably. There are three procedures in data acquisition, data reduction, data display, and conclusion drawing/verification.

Research Results and Discussion

When conducting interviews with research subjects, researchers conducted interviews and interacted as often as possible with subjects to obtain more accurate information about what the researcher wanted to reveal in the proposed research smoothly without communication barriers. In detail, several factors of the

success variable for doing online shop business for students who are general or specifically experienced by the three subjects can be seen in table 1 below:

Table 1. The Success of Doing an Online Shop Business both General and Specific Experiences by the Subject

Online Shop Business Success	General (EM, EWP, DP)	Specific		
		EM	EWP	DP
Business Capital	The subjects have an interest in the of their <i>online shop</i> business ve: With interest followed by motiv with self- confidence, and persiste doing business, the subjects were al survive until now.	<ul style="list-style-type: none"> The subject had a capital of 1,000,000 when she started <i>online shop</i> business, namely s organic <i>skincare</i> and masks. D her business for approximately the subject was able develop a business by a business capital to Rp 2,500,000 Subjects enjoy participating webinars related to entreprene upgrade their business knowl As well as the subject can see opportunities are being needed t people around. 	<ul style="list-style-type: none"> The subject has an inter household goods and currently being needed community so v activates the subjec become a bus opportunity for the subj The subject has the c distributor to be able t the minimum purchase which results in the st being able to sell goo prices that can con market. 	<ul style="list-style-type: none"> When starting an <i>online</i> business, the subject has a minimal capital, but the st has confidence in himself with minimal capital the st can rotate the capital to ; profit. The subject is interested in the field of <i>fa</i> and <i>make-up</i> so he starts an c shop business in that field the target market beingy people. The subject can n merchandise by uti the <i>endorse</i> feature the celebgrams and the subje very happy to regularly n their products.
Business Experien	The subjects have had some exper in entrepreneurship.	<ul style="list-style-type: none"> The subjects had some experie entrepreneurship. The subjects previously been in a small bus whose marketing method did n an <i>online shop</i> but interacted di with customers. 	<ul style="list-style-type: none"> The subject has ha business in various before focusing on runni <i>online shop</i> business tl currently being undert From those who only certain goods to being al market their products. The subject has exper participating as an ol distributor of a mec product inacity. From the v experiences above, ability to manage arrange finances in business undertaken b; subject is forme 	<ul style="list-style-type: none"> Since sitting in junior high sc the subject has tried to sell th the marketing media of <i>Face</i> <i>Twitter</i>, and <i>BBM</i>. The st started the business by Becor <i>reseller</i>.
Education Level	The subject is still in college a actively registered as a student an received learning related entrepreneurship.	<ul style="list-style-type: none"> The subject is a fifth-semester student. The subject has rec entrepreneurship subjects whi high school. 	<ul style="list-style-type: none"> Currently the subject final-year student wl focusing on completin thesis. While studying, the st has rec entrepreneurship p cour 	<ul style="list-style-type: none"> The subject is a fifth-semester student. Subjects received the K-13 curriculum which rec students to take part in and entrepreneurship lessons
Manpower	One of the three subjects do not additional manpower to support success of the <i>online shop</i> bus; they are engaged in.	<ul style="list-style-type: none"> The subject runs an <i>online</i> business without having a work that helps the subject 	<ul style="list-style-type: none"> The subject cooperates the expedition to help d customer orders. 	<ul style="list-style-type: none"> The subject also coop with the exper party to deliver the goods or by the cust besides that the subject cooperates with several celeb that can help promote merchandise.

Discussion

This study discusses the success of students doing online shop business in the City of Samarinda which is measured by the success factors of doing a business online shop. The subjects in this study were three students who have an online shop business. According to Amrul et al. (2021) currently, students use the internet as a means of developing their business, namely by doing business online shop. Amrul et al. (2021) explained that online business has considerable opportunities at present and in the future, where almost all students want instant convenience in meeting their daily needs. Students take advantage of these opportunities to start an online business because they don't need to require large capital, only one unit of computer or mobile phone, and an internet network. The internet network is used to reach consumers as far and wide as possible because the internet is globalized and broad.

Based on the results of the study, the three subjects not only had capital in the form of financial capital but there was business capital in the form of motivation, self-confidence, and persistence in doing business. This is in line with Ratnasari's opinion (2017) which explains that business capital is not always in the form of money but can also be in the form of desire, expertise, and motivation in running a business so that it can become a benchmark for the success of the online shop business that is occupied. Motivation has an important role in achieving the success of an online shop business. Amrul et al. (2021) explain that student motivation is closely related to the desire of students to be involved in the development process, this is reflected in the behavior of the three subjects who are also always trying to develop themselves for the better such as by taking entrepreneurship classes and building relationships with various central distributors and consumers.

The three subjects had business experience before focusing on the current online shop business, by experimenting with trying to start their own business while still sitting in school. This is in line with Ratnasari (2017) who explains that individual business experience can affect the success of a business, the more experience one gets, the greater the chance to successfully run a business.

Knowledge and skills related to entrepreneurship have already been studied in the three subjects in school and college. Amrul et al. (2021) explained that knowledge and skills gained during education can motivate and grow individual demand to start entrepreneurship. Ratnasari (2017) also explained that higher education achieved by individuals can influence success in running a business because higher education shapes individuals to have more advanced thinking and be effective in running a business.

Two of the three subjects have additional workers to help the online shop business run smoothly, either in the form of expedition workers or special workers to promote goods. This is in line with Ratnasari (2017) who states that by having manpower, the business that is run can run smoothly and help to please customers

Conclusion

Based on research results qualitative with observation and interviews techniques conducted on the three subjects who have an online shop business in the City of Samarinda. The conclusions of the study are presented as follows:

1. Business capital is a factor that influences the success of an online shop business on the three subjects.
2. Business experience is a factor that influences the success of an online shop business on the three subjects.
3. The level of education is a factor that affects the success of the online shop business in the three subjects.
4. Manpower is a factor that influences the success of an online shop business in two of the three subjects.

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