



Digital Business Entrepreneurship Decisions: an E-Business Analysis (A Study Literature Review)

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ABSTRACT

This research is a review of the literature on digital business as a subset of e-business, which has a significant impact on the fast-paced evolution of the business world today. Because of the rise of online shopping and selling, a wide range of products can now be viewed and pricing may be negotiated without having to travel to the location where the goods are sold. Detik.com, Vivanews.com, Tribunnews.com, Goals.com, Kapanlagi.com, tokobagus.com, online palasari, inexpensive online books, and various other media of various forms are a form of community search in a more ordered, efficient, and effective manner of living. The utilization of e-business in a business unit might result in profits or losses for that particular business unit. However, a closer examination reveals that the beneficial effects outnumber the negative effects. The poll results show that firms who use internet devices as a promotional medium have better sales growth than enterprises that employ traditional formats. Thousands of suppliers and millions of buyers are always available on the digital business market, allowing them to purchase goods that meet their needs. This situation demonstrates that digital business has evolved into a business that has a significant impact on entrepreneurship, resulting in a model and format that is significantly more flexible and accessible to all sectors of consumers, regardless of location.

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1. INTRODUCTION

However, a closer examination reveals that the beneficial effects outnumber the negative effects. The poll results show that firms who use internet devices as a promotional medium have better sales growth than enterprises that employ traditional formats.

Thousands of suppliers and millions of buyers are always available on the digital business market, allowing them to purchase goods that meet their needs [1]. This situation demonstrates that digital business has evolved into a business that has a significant impact on entrepreneurship, resulting in a model and format that is significantly more flexible and accessible to all sectors of consumers, regardless of location [2]. The extent to which e-business influences current entrepreneurship trends is the subject of this study. An entrepreneur, according to Zimmerer & Scarborough, "is a person who establishes a new business by assuming risks and uncertainties in order to gain profit and growth by finding possibilities and combining the resources needed to build them." Entrepreneurs, according to Peter Drucker, aren't searching for danger; they're looking for possibilities [3]. IBM coined the phrase "e-business" in 1997. As a result, e-business is defined as the use of technology information and communication by organizations, individuals, or related parties to carry out and manage key business processes in order to provide benefits such as security, flexibility, integration, optimization, efficiency, or increased productivity and profits. E-business implementation in business units might result in profit or loss for the business unit in question [4]. However, a closer examination reveals that the good influence outweighs the negative impact. Several things must be done in digital marketing activities for startups to reach the target market and anticipate competition, based on the development of start-up business knowledge, namely the distribution of information using various digital media to disseminate or distribute those related to the digital business being run. For young people today, taking advantage of opportunities in the digital environment is still tough since they have not considered becoming entrepreneurs. At this stage in the process of producing an entrepreneur, the environment must help.

Every minute, a new digital start-up develops with nearly identical features, allowing young people's skills, invention, and creativity to be put to use [5]. E-business is a type of business that conducts all of its transactions using electronic devices connected to the internet. Financial transfers, buying and selling of things, promotions, electronic data exchange/EDI, conveying information about company collaboration agreements, and so on are all examples of business transactions. Where is all of this using the internet and other forms of information technology? Consider starting an internet business or converting a traditional firm into a dot com. The following questions can assist you in determining your company's internet potential.

1. Does your product appeal to a wide range of buyers, regardless of where they are?
2. Do you want to offer your stuff to people who aren't in your immediate geographic area?
3. Is it possible to supply the things you sell in a timely and cost-effective manner?
4. Is it possible for your company to save money on things like rent, labor, inventory, and printing by conducting business online? Is it possible to attract customers to your company's website by making a wise investment? worth?

2. LITERATURE REVIEW

1. E-business

E-business is a word taken from two English syllables, namely Electronic business, which when translated means business activities that are carried out automatically or semi-automatically by utilizing computer information systems [6]. This term was first introduced by an IBM company CEO named Lou Gerstner, who was currently one of the companies that carried out their operational systems using internet technology. This e-business allows a company to be able to deal with data processing systems internally and externally more efficiently and also more flexibly [7]. E-business is also widely used to interact with suppliers and company business partners, and also to be able to fulfill and serve customer satisfaction so that it can be even better. In daily use, e-business is not only related to e-commerce [8]. In this case, e-commerce is a subsection of e-business [9]. While e-business itself is anything whose business functions or activities are carried out using all electronic data, including internet marketing as part of e-business, e-commerce tends to focus more on business transactions using websites or applications [10]. By using

a knowledge management system, this e-commerce has the aim of increasing company revenue.

2. Entrepreneurship

Entrepreneurship is a strong belief in a person to change the world through his ideas and innovations [11]. This belief is then followed up with the courage to take risks to realize his ideas and innovations through the established organization, starting from building [12], maintaining, and developing them to making a real impact on the world [13]. There are several criteria for an entrepreneur [14], namely: Have faith to change the world for the better Likes to innovate and find new ideas that make life better Establish your own organization, institution, company (known as founder) Dare to take risks to realize ideas and innovations Value-oriented rather than[15]

3. Business Digital

Digital business is a process in which business actors apply technology to their business in order to create innovations and business models that can improve their customer experience (user experience). In essence, business actors use business to create a business model that in addition to bringing profits, will also impress customers [16]. That is why various digital business models were born which can later be adopted into various types of very promising digital businesses [17]. Therefore, before knowing what businesses can be developed with this technology, it would be better to understand the models of digital business.

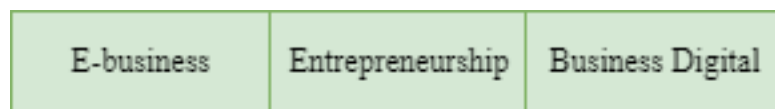


Figure 1. literature review section

3. METHOD (10 PT)

The research takes place in Tangerang, and the goal is to look at how e-business environments influence entrepreneurial decisions [17]. The participants in this study are active customers who conduct e-business in Tangerang. Interviews and discussions with parties who are regarded users and users of e-business goods make up the research sample here. Tangerang is a city in Indonesia [18]. Any information gleaned from discussions and interviews is then analyzed. for additional descriptive explanation, and given answers with existing theoretical methodologies to be able to find an explanation for any condition that exists

4. RESULTS AND DISCUSSION

4.1 Business Challenges and Entrepreneurship

A rough sea will produce a strong captain, just as a strong market filled with competition and danger will produce a strong entrepreneurial attitude and mentality "You must be willing to learn from your mistakes and evolve through time [19]. You should always be on the lookout for innovative strategies to boost your productivity. One of the most important aspects is your commitment to personal development is the key to your success." According to a research conducted in England, 50% of people want the independence to run their own business, just 18% want to make money, and 10% want to create a business for fun, hobbies, challenges, or personal fulfillment [20].

4.2 Supportive Online Media for E-Businesses

In this country, online engagement on social networking sites such as Facebook has reached 42.5 million users. It is the world's fourth highest. Around 18% of Indonesia's population has already done so. the world's most popular social media profiles In Indonesia, there are 5.7 million Twitter users. is the world's third-largest. If the current

trend continues, Indonesia is expected to lose ground next year. Of course, it will be the world's fourth-largest mobile market. A manager is tasked with developing strategic management principles, which may include considering chances and approaches to grow a business by recognizing change and adapting to it [21]. the way people act in modern society Changing behavior can be described as a challenge. In today's culture As a result, one of the business options for an entrepreneur is to establish a consultancy, which is seen as the best and quickest way to see prospects in the e-business era. Virtual consulting is a type of digital business consulting service that promotes the concepts of trend, sustainability, and competitiveness. In principle, traditional and digital businesses have different notions, which they must thoroughly comprehend; in actuality, the fundamental difference is in the media [22]. When a new medium arises, it is accompanied by new behavior. "When a behavior is novel, it implies that it will result in a novel approach to business." At this time, it must be understood that businesses who use the concept of e-business management to manage their operations have a better chance of surviving and even becoming competitive in the market [23]. Companies who refuse to adopt the concept of e-business, on the other hand, find it difficult to adapt to change. Since December 20 of last year, digital technology has been used in the form of e-business. Initially, military forces were the ones that made the most use of this technology [24]. However, the firm and the general public were both actively involved in the construction of this digital technology facility [25]. Tesco Plc shops have implemented a virtual shop in all major cities, including South Korea, where shoppers can order things digitally and then wait for home delivery. HardRock Cafés in the United States are introducing a mobile strategy system with a mobile ordering application model to make it easier for their customers to buy food and beverages. On the other hand, Hertz car rental is a type of business that offers an interactive kiosk for automobile rental reservations [26]. As well as a number of other businesses. We are, after all, living in the digital era, and the digital idea is, without a doubt, one of the most representative platforms for implementing and promoting greater product sales [27]. As a result, additional managerial skills in application installation in the organization is required, as well as an understanding of market developments such as this. Motivation for Entrepreneurship and E-Business According to Chung and Meggison, "Motivation is defined as goal-directed action. It refers to how much effort a person puts forth in obtaining performance-related objectives. Motivation is defined as conduct directed at achieving a goal [28]. Motivation is linked to how much effort a person puts in to achieve motivational goals, which is linked to job satisfaction and performance [29]. Motivation is defined by Barelsen and Steiner as "all the many states of internal conflict that have been labeled as wants, wants, needs, drives, and the like. As a result, motivation can be defined as human mental states and mental attitudes that generate energy, promote activities, and move, direct, or channel behavior toward the fulfillment of requirements that offer satisfaction or alleviate imbalance [30]. That way, we can determine whether the entrepreneurial motivation to develop e-business is the foundation for making him feel more meaningful in providing and displaying his work to the community, in other words, contributing to the effort to develop a competitive and competitive business world in today's difficult market.

5. CONCLUSION

At this time, it must be understood that businesses who implement the concept of e-business management in their operations tend to last longer and be more competitive in the marketplace. However, it is tough for organizations who do not want to implement the notion of e-business. can alter with the times According to data, approximately 18% of Indonesia's population has a bank account. The most popular social networking platform on the planet, this situation is only getting worse, and e-business chances are becoming increasingly significant and profitable.

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