

The Role of E-Commerce Technology for Entrepreneurial Success

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Abstract: *Electronic Commerce (E-commerce) has become an essential tool for entrepreneurs to expand market access, increase market access, increase operational efficiency, and reduce business costs. This study analyzes e-commerce technology's role in increasing entrepreneurs' success through a qualitative approach and literature study. This study's results indicate that E-Commerce technology's role includes building Entrepreneurial readiness and creating enormous growth opportunities for SMEs. In addition, the success of E-Commerce adoption by Entrepreneurs is determined by the readiness of digital competence and support from the Government and various parties, including training and incentives. Entrepreneurs must optimize E-commerce technology to create added value and achieve sustainable business growth.*

Introduction

Every entrepreneur craves success (Indarto & Santoso, 2020). Success can be measured based on cash flow, turnover, profitability, assets, and independence (Indarto & Santoso, 2020; Supriatna et al., 2022; Surayya, 2023). An entrepreneur's success is also a form of horizontal accountability to stakeholders and the environment and vertically to Allah SWT (Saputra, 2024; Triyuwono, 2001). However, a strategy is needed to achieve success and performance in the business (Rahim et al., 2020). One effort that can be made for the success of entrepreneurs is to utilize E-Commerce Technology (Usman et al., 2024). E-commerce technology has developed rapidly during the emergence of COVID-19 globally (Nafsyah et al., 2024). E-commerce is a computer information technology (ICT) application that has gained enormous use (Dutta & Shivani, 2020). E-commerce helps connect sellers and buyers (Soetiyani et al., 2024). Therefore, the role of e-commerce technology needs to be of concern to various parties.

E-commerce is any buying and selling activity or electronic media transaction (Mahfuz & Putri, 2024). Furthermore, E-Commerce technology relates to tools, platforms, and software solutions that allow business development (Nafsyah et al., 2024). E-commerce technology also allows for online relationships between businesses and specific communities (Triase et al., 2024). Many entrepreneurs have successfully implemented E-Commerce technology strategies (Usman et al., 2024).

However, the description of the role of E-Commerce technology in the success of Entrepreneurs still needs to be improved (Indriyani et al., 2024). The lack of comprehensive research on the role of E-Commerce technology in the success of Entrepreneurs causes this condition. Finally, the description of E-Commerce technology's role in Entrepreneurs' success could be more optimal. A description of the role of E-Commerce technology in the success of Entrepreneurs is needed to provide an overview and suggestions to Entrepreneurs and related stakeholders so that they can be successful. One effort that needs to be made is to identify the role of E-Commerce

technology in the success of Entrepreneurs.

Various analyses discuss the role of E-Commerce technology in the success of Entrepreneurs. Silalahi et al. (2022) discuss the Role of E-commerce in Supporting the Success of the Development of MSMEs in Indonesia. Furthermore, research conducted by (Ardiansyah, 2020) discusses the e-commerce platform model in supporting the success of MSMEs in Indonesia. The study's results (Nazar et al., 2023) have tested the influence of technological developments on E-Commerce. Meanwhile, a discussion of the role of E-Commerce technology in the success of Entrepreneurs needs to be carried out because it can provide comprehensive information to Entrepreneurs who want to be successful. In addition, the findings obtained can be used as a basis for research into developing E-Commerce technology to build the success of Entrepreneurs in Indonesia. The results can also be utilized by the Government and related stakeholders who want to advance Entrepreneurs in Indonesia. Therefore, this study aims to identify the role of e-commerce technology in entrepreneurs' success.

Method

This study uses a qualitative method. Qualitative methods provide an understanding of phenomena related to E-Commerce technology for Entrepreneurs (Creswell, 2014; Riyanta & Handayani, 2024). The approach in this study was carried out descriptively and in literature studies. The descriptive approach explains E-Commerce technology's role in entrepreneurs' success (Khoyyinuddin et al., 2024). Furthermore, the Library study approach is used to obtain references related to E-Commerce technology's role in entrepreneurs' success (Sjaiful, 2023). Data analysis was carried out qualitatively with a descriptive approach to explain the definition of E-Commerce and the role of E-Commerce technology in the success of Entrepreneurs (Khoyyinuddin et al., 2024; Khumaini et al., 2022).

Result and Discussion

Definition of E-Commerce

E-commerce, the strategic use of promotions to boost online store traffic (Suwarni et al., 2022), is an ICT application reshaping business growth (Dutta & Shivani, 2020). As Suwarni et al. (2022) explain, e-commerce is distinct from traditional business in that it does not require physical buildings, storage space, or infrastructure investments. This enhances efficiency and reduces costs, leading to higher profits. According to (Hotana, 2018), E-commerce is a business activity that connects consumers, service providers, and intermediary traders through computer networks, particularly the Internet (Suwarni et al., 2022). E-commerce is a new frontier for businesses prioritizing cost-effectiveness in their operations (Rosyad, 2018; Suwarni et al., 2022), making it a prudent choice for any business.

The Role of E-Commerce

E-commerce technology has many roles. This study has identified articles discussing E-Commerce technology's role in Entrepreneurial Success. Table 1 explains these articles in detail.

Table 1. Articles on the Role of E-Commerce Technology for Entrepreneurial Success

Article Title	Role	Source
Technology readiness and E-commerce Adoption among Entrepreneurs of SMEs in Bandung City, Indonesia	Building Entrepreneur Readiness	(Astuti & Nasution, 2014)
Modified UTAUT2 to Determine Intention and Use of E-Commerce Technology Among Micro & Small Women Entrepreneurs in Jharkhand, India	Creating huge growth opportunities for SMEs	(Dutta & Shivani, 2020)
Acceptance and use of e-commerce technology among female entrepreneurs of micro and small businesses in India: analysis of determinants	Creating growth opportunities for SMEs	(Dutta & Shivani, 2023)

Source: Scopus Index Journal

Table 1 shows that there are two roles in E-commerce technology. They were first building Entrepreneurial Readiness. According to Iacovou et al. (1995), technological readiness is related to the level of sophistication of IT use and IT management in an organization (Astuti & Nasution, 2014). Furthermore, Parasuraman (2000) berpendapat bahwa kesiapan teknologi (TR) mengacu pada kecenderungan orang untuk merangkul dan menggunakan teknologi baru untuk mencapai tujuan dalam kehidupan rumah tangga dan di tempat kerja (Astuti & Nasution, 2014). Astuti & Nasution (2014) argues that technological readiness (TR) refers to the tendency of people to embrace and use new technologies to achieve goals in their home lives and at work (Astuti & Nasution, 2014). Astuti & Nasution (2014) explain that the technological readiness of each SME is not the same, although there is a growing awareness of the potential of e-commerce. Ultimately, the dimension of technological readiness as a personality trait plays an important role in influencing user perceptions of technology, such as e-commerce (Astuti & Nasution, 2014).

Astuti & Nasution (2014) identified four variables in technology readiness: optimism, innovation, discomfort, and insecurity. Optimism is a positive view of technology and the belief that technology offers greater control, flexibility, and efficiency in people's lives. *Innovation* is the tendency to be a technology pioneer and thought leader. *Discomfort* is a perceived lack of control over technology and feeling overwhelmed by it. *Insecurity* is distrust of technology and skepticism about its ability to perform well.

It was second, creating substantial growth opportunities for MSMEs. Dutta & Shivani (2020) explained that the e-commerce revolution can create tremendous growth opportunities for Indian MSMEs. According to Dutta & Shivani (2020, 2023), MSMEs must embrace digitalization and adopt e-commerce to accelerate business growth. It is also necessary to pay attention to the results of research (Hardilawati et al., 2019), which found that e-commerce plays a role in improving marketing performance. However, the impact of increasing e-commerce on small businesses in Pekanbaru is relatively tiny.

Conclusion

E-commerce has become essential for entrepreneurs to expand market access, increase operational efficiency, and reduce business costs. This study has analyzed E-commerce technology's role in increasing entrepreneurs' success through a qualitative approach and literature study. This study's results indicate that E-Commerce technology's

role includes building Entrepreneurial readiness and creating enormous growth opportunities for SMEs. In addition, the success of E-Commerce adoption by Entrepreneurs is determined by the readiness of digital competence and support from the Government and various parties, including training and incentives. Entrepreneurs must optimize E-commerce technology to create added value and achieve sustainable business growth.

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