

Students' Perception on Business in Digital Era

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ABSTRACT

This research aimed to analyze the students' perception on doing business in digital era. The objectives of the research were (1) to investigate students' perception of using E-commerce in digital era, (2) to figure out the implications of E-commerce in students' daily life. This research was conducted online for students of university in Bali. The data was collected from the questionnaire through google form and was shared online. The result of the study showed that the quantitative data revealed that participants had positive perceptions toward E-Commerce (TikTok shop, Shopee, Tokopedia, etc) in doing business in digital era. For instance, most of them agree that E-commerce is beneficial tool for buying and selling items and even delivering goods, majority of participants agree that they can find the desired items with ease. These findings suggested that students can use E-commerce for doing business in digital era and they are able to learn new things regarding to business with E-commerce in digital era.

Keywords: Perception, E-Commerce, Digital

INTRODUCTION

In an era defined by rapid technological advancements, the digital landscape has transformed the world of business, shaping the way companies operate, market their products, and engage with customers (Quinn, et al., 2016). With each passing day, digital technologies continue to disrupt traditional business models, creating an environment where adaptability and innovation are paramount. As it stands on the cusp of a new industrial revolution, it is essential to understand how the upcoming generation, our students, perceive and envision their role in this evolving business ecosystem.

The digital era has not only transformed the way businesses operate but has also opened up new avenues for entrepreneurship and innovation (Paszowska, Gil, & Dziobon, 2021). Start-ups and tech giants alike have emerged as significant players in this landscape, reshaping the traditional hierarchy of the business world. To thrive in this environment, students entering the job market must possess a unique skill set, one that combines traditional business acumen with digital literacy and adaptability. Their perceptions of these evolving requirements and opportunities will significantly

influence their educational choices, career paths, and contributions to the global economy.

The digital era has ushered in a paradigm shift in the business world (Prasetyo, 2023). As industries adapt to the disruptive influence of technology, students poised to enter the job market are presented with both challenges and opportunities (Bongomin, et al., 2020). Their perceptions of these changes can significantly impact their educational preferences, career aspirations, and readiness for the contemporary business environment. This study aims to delve into the multifaceted dimensions of students' perceptions of business in the digital era. Thus, these are some points of how business in digital era work (Almeida, et al., 2020).

Technological Proficiency and Preparedness:

In the digital era, technology proficiency is a core competency. Students' perceptions of their technological preparedness, including their digital skills and familiarity with emerging technologies, are critical factors in understanding their readiness for the business landscape. This study will assess students' confidence and competence in using technology as a business tool and their attitudes toward its role in their future careers.

Entrepreneurship and Innovation:

Digital technology has lowered barriers to entry for entrepreneurship and innovation. Students' perceptions of the entrepreneurial landscape in the digital age, including the appeal of startups, their willingness to embrace entrepreneurship, and their understanding of the risks and rewards, will be explored. Furthermore, this section will investigate the role of innovation in their career aspirations and how they perceive digital technology as a driver of innovation.

Social Media and Business:

The digital era has fundamentally changed the way businesses engage with customers and market their products through social media platforms. Students' perceptions of the impact of social media on business practices, as well as their attitudes toward digital marketing and online presence management, will be examined. This section will provide insights into how students perceive the relationship between social media and business success.

Sustainability and Ethical Considerations:

The digital era has brought to the forefront issues of sustainability and ethical conduct in business. Students' perceptions of the role of businesses in promoting sustainability, as well as their understanding of ethical considerations in a digital business context, will be analyzed. This section will highlight the importance of responsible business practices and their influence on students' career decisions.

Educational and Career Implications:

Based on the findings from the preceding sections, this study will discuss the implications for educational institutions, policymakers, and businesses. It will offer recommendations for adapting educational curricula to better equip students for the digital era, as well as insights for businesses looking to attract and retain talent in this evolving landscape. Some researches also indicated that there are some new features of business in digital era that affects the habit of human when dealing, buying, selling, or even conducting agreement between the seller in this digital era (Katsikeas, et al., 2020; Sinaga, et al., 2020; Mattila, et al., 2021).

This research article embarks on a journey to explore and dissect the intricate tapestry of students' perceptions regarding business in the digital era. With a keen focus on higher education, this study delves into the minds of students across various disciplines, seeking to unearth their attitudes, expectations, and apprehensions concerning the rapidly changing dynamics of the business world. By gaining insight into these perceptions, we aim to provide educators, policymakers, and business leaders with valuable insights to help shape curricula, strategies, and practices that prepare students for the challenges and opportunities presented by the digital age.

By gaining a comprehensive understanding of students' perceptions on business in the digital era, this research aims to contribute to the ongoing discourse surrounding the alignment of education with the demands of the contemporary business world and to guide efforts that empower students to excel as leaders, innovators, and responsible contributors to the digital age.

METHODS

Research Design and Setting

Survey research was adopted in order to find out the result. Survey research design is procedures in quantitative research in which investigators administer a survey to a sample or to the entire population of people to describe the attitudes, opinions,

behaviours, or characteristic of the population, in this case, the researcher tried to find out students' opinion about business in digital era. The research was conducted online, March 2023.

Population and Sample

The researcher used random sampling for this study, the population were all users of E-Commerce and researcher took 100 users as sample with criteria such as university students who uses E-Commerce (Tokopedia, TikTok Shop, Shopee, etc). Despite the fact they use same applications, they might still have different perception with regards to their needs and importance.

Instrument

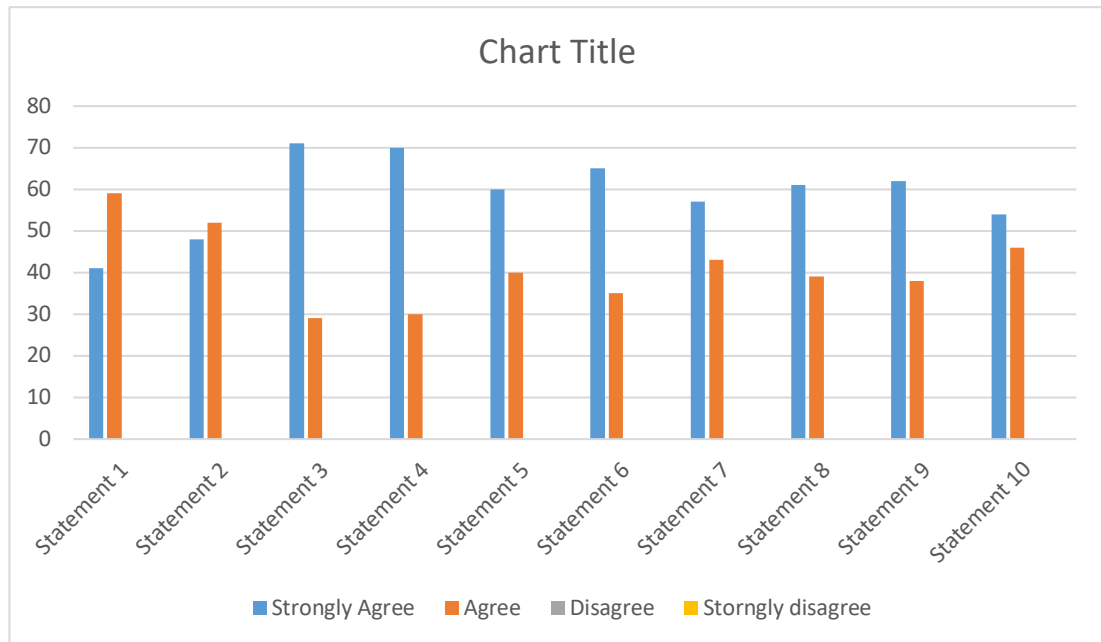
In this research, the researcher used questionnaire consisted of their needs and motivation. The questionnaire has 10 statements and used likert scale from Google Form.

Data Analysis

The researcher analysed the data using SPSS application to find mean score, interpretation of mean values, and percentage.

FINDINGS AND DISCUSSION

The research had been conducted in a week to gather all the data needed and this was the result collected from 100 students who used E-Commerce as their platform to do business in digital era.



The first statement gained 41% students strongly agreed that they can buy and sell daily needs in E-Commerce easily and 59% students agreed with this statement. In line with this finding, Felix and Rembulan (2023) stated that the ease of buying and selling daily needs in e-commerce is underpinned by a combination of technological advancements, convenience, and market dynamics. These factors have led to the substantial growth of e-commerce in the daily needs sector, benefiting both consumers and sellers. As digital commerce continues to evolve, it is imperative for businesses and policymakers to recognize the importance of these factors in enhancing the online daily needs shopping experience.

In the next statement 48% students strongly agree and 52% agree about business in digital era makes the need of the users more various and useful. Kraus, Et al. (2021) stated that Business in the digital era has transformed the landscape in several ways, leading to a greater variety of user needs and making these needs more useful. Digital businesses have expanded the reach of products and services, making them accessible to a global audience. This accessibility has increased the diversity of user needs because people from different regions, cultures, and backgrounds have unique preferences and requirements. the digital era has had a profound impact on the needs of users by offering a diverse array of products, services, and experiences that cater to individual preferences, foster convenience, and encourage ongoing innovation.

As a result, user needs have become more varied and useful in this transformative business landscape.

In the third statement, mostly students strongly agree (71%) and agree (29%) that they always find better needs in digital e-commerce than in conventional market. Customers often find better fulfilment of their needs in digital e-commerce as compared to traditional or conventional markets for several compelling reasons, one of them is Digital e-commerce platforms offer the convenience of shopping from anywhere and at any time, eliminating the need to visit physical stores. This accessibility is particularly beneficial for those with busy schedules or limited mobility. digital e-commerce offers a plethora of benefits that cater to customers' needs more effectively compared to traditional markets. The combination of convenience, choice, personalization, information, and efficient services makes digital e-commerce a preferred destination for many consumers seeking to fulfil their varied needs (Jain, et al., 2021).

Next statement, students answered 70% in strongly agree and 30% in agree for the customers' need in digital e-commerce has guarantee than in the market. It means that Customers' needs in digital e-commerce often come with certain guarantees and advantages compared to traditional physical markets. These guarantees in digital e-commerce contribute to enhanced customer satisfaction and trust. E-commerce platforms typically provide detailed product descriptions, specifications, images, and user reviews, offering customers a comprehensive understanding of what they are purchasing. This transparency ensures that customers have a clear idea of the product they are buying, reducing the risk of dissatisfaction. digital e-commerce provides customers with a range of guarantees and assurances that enhance their shopping experience and protect their interests. These guarantees cover aspects such as product information, return policies, secure payments, customer support, and privacy, ultimately fostering trust and confidence in the digital marketplace (Zhang & Wang, 2021)

For statement 5 students answered 60% in strongly agree respectively. These statements belong to the needs of the customer will be cheaper than in traditional market. This findings relates to Melovic, et al. (2020) finding stated the cost-

effectiveness of meeting customer needs in the digital marketplace, often resulting in lower prices compared to traditional markets. The highly competitive nature of e-commerce encourages businesses to offer competitive prices to attract and retain customers. Customers can compare prices from different sellers easily, forcing businesses to stay competitive and offer lower prices. It's important to note that while digital markets often offer lower prices, this may not be the case for every product or service. Factors such as shipping costs, product quality, and the presence of counterfeit or unauthorized sellers can influence the overall cost-effectiveness of shopping online. Nonetheless, the cost-saving benefits of digital commerce make it an attractive option for many customers seeking to meet their needs at more affordable prices (Wadhawan & Arya, 2020).

Lastly, for statement 6,7,8,9 and 10 which belong to the motivation of the customer in which the convenience, faster and zero shipping payment, lot of discount every month (9.9, 10.10, or 11.11), fast respond from the seller, and many reviews can be shown as the comparison. the data showed that 65%, 57%, 61%, 62% and 54% answered strongly agree respectively. They admitted that using e-commerce as a means of conducting business or making purchases is motivated by a variety of factors that make it an attractive option for both businesses and consumers (Popovic, et al., 2019). E-commerce platforms provide detailed product information, customer reviews, and ratings, helping customers make informed purchasing decisions. User-generated reviews and ratings on e-commerce platforms help customers assess the quality and reliability of products and sellers, contributing to their decision-making process. E-commerce platforms are accessible around the clock, allowing customers to shop whenever it's most convenient for them, including evenings and weekends. E-commerce provides access to a vast array of products and services, many of which may not be available in local physical stores. This accessibility is particularly beneficial for niche or specialized products (Adaji, et al., 2020; Kleisiari, et al., 2021; Sari & Hermawati, 2020).

CONCLUSION

The research article delves into students' perceptions of business in the digital era, focusing on higher education and the impact of technology on the business landscape. It aims to provide valuable insights for educators, policymakers, and

business leaders to shape curricula and strategies in response to the challenges and opportunities of the digital age. The digital era has transformed business operations, introducing new opportunities and challenges. Students' perceptions are crucial, as they influence educational choices, career paths, and contributions to the global economy. The study explores students' perceptions regarding technology proficiency, entrepreneurship, innovation, social media's role in business, sustainability, and ethical considerations. Based on the findings above, it was found out that there was highly 'strongly agree' decision on how e-commerce influences students' life and it eases them to do business in digital era.

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