

## Improving The Ability of E-Business-Based Business Management in The Entrepreneurial Community

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### ABSTRACT

*The Cordova Bina Amanah Entrepreneurial Group is an institution that provides lessons and entrepreneurship skills which is held annually without charging any fees to the participants. Partner problems that are prioritized to be resolved during the implementation of the Community Service Program are difficulties in marketing the products produced, lack of knowledge in financial management and limited ability in business management during the pandemic. Solutions that can be offered to solve partner problems are by providing counseling, training, and assistance in managing marketing, finance and application implementation with the output target in the form of a guidebook and the Trisakti Online Shop (TOS) application. The implementation of the activity is carried out using the Extension and Training method to convey all the materials needed and followed by mentoring so that participants can apply the material that has been obtained appropriately. The activities will be divided into 5 stages, namely the preparation stage, the implementation stage, the mentoring stage, evaluation, and the independent and sustainable stage. The results of the training show that there is an increase in knowledge by partners based on tests carried out before and after the training.*

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## **INTRODUCTION**

Through the transformation of higher education in the concept of Merdeka Belajar Kampus Merdeka (MBKM), research and community service in higher education are encouraged to downstream to solve problems in society. Some of the following research can be applied in community service. According to the research results of Hartini, Wijaya and Margaretha (2021) stated that financial inclusion plays an important role in running a business, with or without being moderated by the level of education on the dimensions of public awareness in the use of financial service products. Wijaya, Hartini and Margaretha (2020) found the influence of financial self-efficacy on financial inclusion, which means that formal financial service providers must pay attention to the quality of services provided to the community. This shows that the available financial service products can help solve financial problems faced by entrepreneurs, because not all transactions must be made in cash.

In addition to financial problems, product sales are also something that needs attention. The introduction of digitalization of marketing has also been carried out for several entrepreneurial groups, such as what was done by Wijaya, Rahayu and Havids (2020). To facilitate online transactions, Siswanto, Marie, Purwanto and Syaifuddin (2021) also conducted introductions and training on the use of ODOO Software to the public.

The results of previous research and community service and the development of applications that are easy to use are expected to be applied to partners. The partners selected in this community service program are entrepreneurial groups who are members of the Bina Amanah Cordova Entrepreneurship Group in South Tangerang.

Participants from the Entrepreneurship Group are very diverse because they are not limited by age, and business ownership. Participants may come from entrepreneurs who already have a business or are starting a business, even those who are just starting their business. Even the pandemic has allowed participants from various regions to take part in this program online. Every year on average there are 40 participants who are members of the Cordova Entrepreneurship Group. Some of the efforts that have been carried out by this entrepreneurial group consist of food and beverages, fashion, and even services such as laundry and household assistant distributors.

The resulting products are quite interesting and varied. An example is Legomoro, a food made from sticky rice, similar to lempur, but packaged in a unique and beautiful way, following the heritage of the ancestors.

Based on the justification and agreement with partners, namely the Bina Amanah Cordova Entrepreneurship Group, the priority issues to be resolved during the implementation of the Community Service Program are:

1. Difficulty in marketing the resulting product.
2. Lack of knowledge in financial management.

3. Limited ability in business management during the pandemic.

The purpose of implementing this program is to provide solutions to the problems faced by business actors who are members of the Cordova Bina Amanah Entrepreneurial Group.

## **LITERATURE REVIEW**

Transactions, buying and selling, business activities that are carried out automatically through electronic or internet activities, and also businesses can deal directly with consumers, business partners or suppliers are known as e-business (Anggiani, 2019).

E-Commerce is one of the information technologies used to help sell products or services that are done electronically or using the internet (Wardhana, 2016).

There are at least six main points that determine the success of e-business:

1. E-business and organizational strategy

The strategic value in implementing e-business will depend on the degree to which a process is able to assist the organization in implementing and achieving all of its strategies.

2. Buyers and Inbound Logistics

In this case, the internet has an important role in increasing purchasing activities by making it easier for companies to identify potential suppliers and perform price comparisons. All data on purchases made by different sub-units of the company will be centralized, which will allow the company to determine the total purchases.

3. Internal Operations, Human Resources, and Infrastructure

Communication technology at a further level can significantly improve internal operational efficiency. In addition, increasing access to information is also able to significantly improve planning.

In human resources, this activity will support efficiency and effectiveness in the company's main activities.

4. Outbound Logistics

More timely and accurate access to all detailed shipping related information will allow sellers to reduce transportation costs by sending them comprehensively to customers who are located close to each other.

5. Sales and Marketing

The company can create an electronic catalog on their website in order to automate the input of sales orders. This capability will allow customers to deliver orders when they need them and be able to reduce staff numbers significantly by eliminating telephone, mail, and fax costs.

6. After Sales Service and Support

Significantly, e-business will be able to improve the quality of after-sales support to customers.

The business model canvas is a shared language for describing, visualizing, assessing and changing business models. It describes the rationale of how an organization creates, delivers and captures value. This is in line with the opinion (Suarmawan, 2015) that the success of a business depends on ideas, opportunities and business people. These values must be reflected in a clear business idea or vision (Suryana, 2016). The business vision is realized in the form of a business strategy. Business strategy has a positive influence on business performance (Wheelen & Hunger, 2012).

Every business actor must be able to overcome any problems related to finance, marketing and other fields. The various problems experienced by Small and Medium Enterprise actors reflect poor financial knowledge and financial attitudes possessed by MSME's actors which will later affect their financial management behavior. Many attempts have been made to reveal what factors influence the low behavior of financial management. One of the studies that reveals the factors that influence financial management behavior is a study conducted by Mien and Thao (2015) entitled Factors Affecting Personal Financial Management Behaviors: Evidence from Vietnam. This study states the factors that influence financial management behavior in the younger generation ages 19-30 years, including financial attitudes, financial knowledge, and locus of control.

In Indonesia, there have been similar studies, one of which by Ida and Dwinta (2010) in their research revealed that there are several factors that influence financial management behavior such as locus of control, financial knowledge, and income. Then Tarry Novita Maharani (2016) also conducted a similar study and revealed that the factors that influence financial management behavior are personal financial literacy and financial attitudes.

Finding new habits of MSME's actors in the digital era as well as in the era of the Covid-19 pandemic which has an impact on the implementation of social restriction regulations, it is necessary to continue to strive towards the creation of new superior and competitive business habits. This is because the industrial ecosystem has now changed a lot and directly requires MSME actors to adapt themselves along with competitors who are also changing. MSMEs during the Covid-19 pandemic can innovate through the use of digital technology, including the marketing of MSME products. As according to (Hardilawati, 2020) which states that marketing through the use of digital technology or what is commonly referred to as digital marketing can help business actors in terms of promoting and marketing their products and services without any limitations on distance, time and means of communication. This has also been proven based on research results (Hendawan, 2019) which indicate the truth of digital marketing which can have a positive and significant impact on improving the marketing conditions of MSME products.

## **MATERIAL AND METHOD**

The implementation is carried out using the Extension and Training method to convey all the required materials and followed by mentoring so that participants can apply the material that has been obtained appropriately. The training and mentoring will be carried out in 5 stages:

### **1. Preparation Stage**

Partners will be directly involved in the process of inventorying problems encountered in the implementation of marketing, service management, financial management and overall business. The team prepared materials on service management, marketing, finance and application development

### **2. Implementation Stage**

Partners will be briefed on all the materials needed. The team provides assistance and helps provide solutions to problems faced by partners

### **3. Assistance Stage**

Partners will try to apply all the material provided. The team provides assistance and helps provide solutions to problems faced by partners

### **4. Evaluation**

Partners will help provide all necessary data for evaluation. The team conducted an assessment by comparing before and after receiving training. The team and partners together evaluate the understanding of the material provided to achieve the target of at least 80% so that partners are expected to continue independently after the PKM Program is completed.

### **5. Independent and Sustainable Stage**

Partners can manage their business well and use applications that have been built together according to their needs.

In this community service activity, a questionnaire is used to measure the level of success in providing material. Pre and post test questionnaires were given before the activity was carried out and after this activity was completed. The questionnaire contains participant profile statements and 10 questions related to the business model canvas material.

The Wilcoxon signed rank test (also called the Wilcoxon signed rank sum test) is a non-parametric test to compare data. When the word “non-parametric” is used in stats, it doesn’t quite mean that you know nothing about the population. It usually means that you know the population data does not have a normal distribution. The Wilcoxon signed rank test should be used if the differences between pairs of data are non-normally distributed.

## **RESULT AND DISCUSSION**

After the team had a meeting with the community leaders. The service team found several things that became obstacles in the implementation of the business. The obstacles found include: 1. business actors tend to do business without planning, 2. business actors do not understand market potential, 3. business actors have not been able to optimize sales, 4. business actors do not understand financial planning, 5. business actors have difficulty in raising funds, 6. business actors are late in following technological developments.

Based on the existing problems, the team mapped the problems into the category of business management. Good business management must make a business plan, in the design of a business plan one can go through several models, one of which is the business model canvas.

Business actors are expected to be able to identify the strengths, weaknesses, opportunities and threats facing their business. After identifying this, business actors are expected to be able to determine their business strategy in the form of a business model canvas.

Discussions on the results of research or service are presented in the form of descriptions, both qualitatively and quantitatively.

Based on Figure 1. The graph of the results of the BMC training found an increase in understanding of BMC. The minimum score before the implementation of BMC training and mentoring is at point 20. However, after the implementation of training and mentoring the minimum number is at point 40 and only 1 person.

Before this training was held many did not understand about BMC. It was proven that none of the 45 participants provided information that they understood. However, after the training, 73% of the total participants finally understood BMC well.

Each question represents the 9 elements in the BMC. After being given training and mentoring, the average score of the assessment obtained increased from 60 to 80.

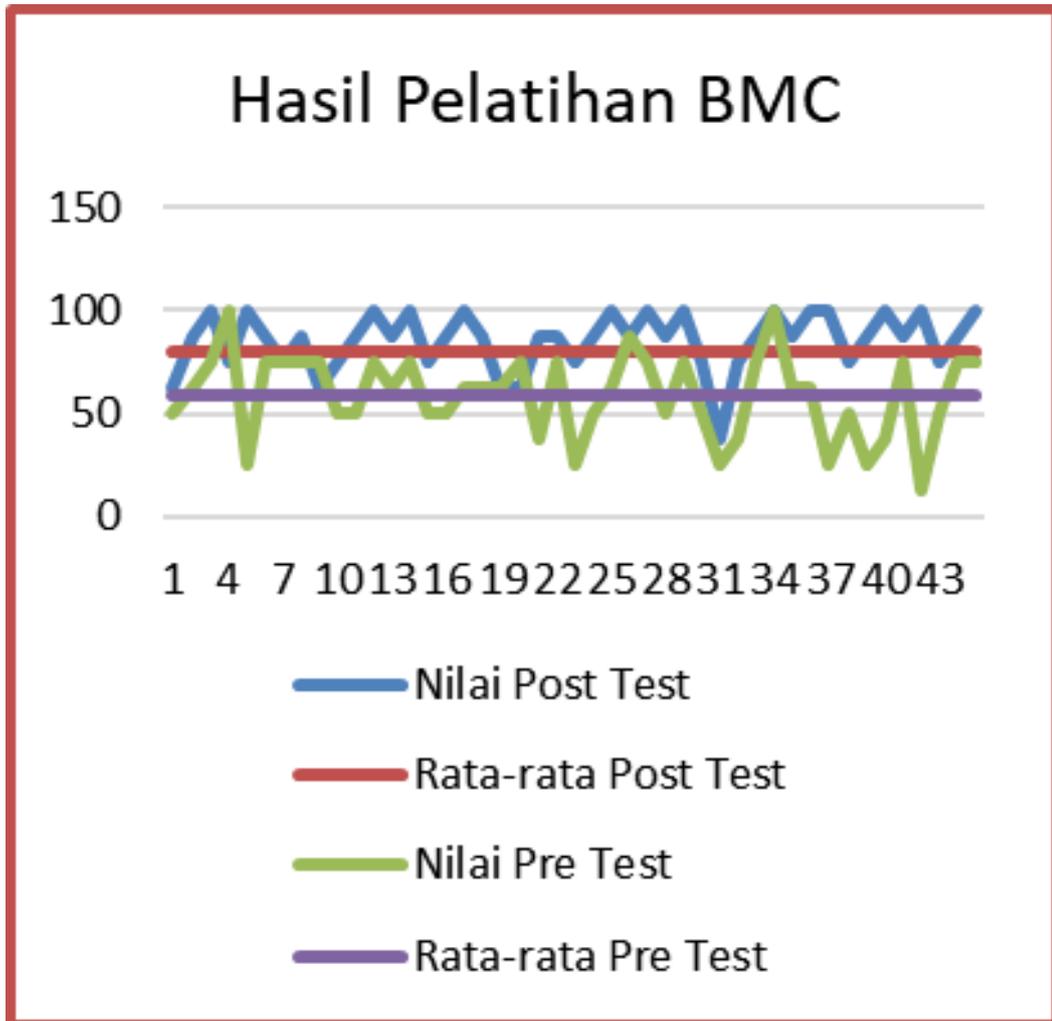
This understanding of BMC is expected to be able to identify business well, understand existing products and markets, know every strength and weakness of the business they have, understand every opportunity and challenge that exists, every entrepreneur can find out how to increase sales by paying attention to all elements which exists.

It is also hoped that this understanding of BMC will enable every entrepreneur to know the exact cost items that will be issued.

Hypothesis Normality Test, (As can see in Tabel 1.):

Ho: Data Normal Distributed

Ha: Data Not Normal Distributed



**Figure 1.**  
Results of BMC Training (pre-test and post-test)

**Tabel 1.**  
Hypothesis Normality Test

<b>Variable/ Dimention</b>	<b>sig</b>	<b>Decision</b>	<b>Conclusions</b>
Score <sub>before</sub>	0.002	Ho failed to reject	Wilcoxon Test
Score <sub>after</sub>	0.002	Ho failed to reject	Wilcoxon Test
Value <sub>before</sub>	0.049	Ho failed to reject	Wilcoxon Test
Value <sub>after</sub>	0.049	Ho failed to reject	Wilcoxon Test

Source: SPSS Processed Data

Decision-making

If the asym sig value 0.05 then Ho fails to be rejected (Different test using Independent Sample Test).

If the asym sig value  $< 0.05$  then Ho is rejected (Different test using Mann WhitneyTest).

Different Test (Mann Whitney Test)

Hypothesis:

Ho: There is no increase in understanding of BMC after training

Ha: There is an increased understanding of BMC after the training

**Tabel 2.**  
Different Test

<b>Variable/ Dimention</b>	<b>sig</b>	<b>Decision</b>	<b>Conclusions</b>
Score	0.000	Ha accepted	Proven, training provides increased understanding of BMC
Value	0.000	Ha accepted	Proven, training provides increased understanding of BMC

Source: SPSS Processed Data

Based on the results of the processed data in table 2, there is an increase in the ability to understand BMC. After this is done, the next step is how business actors can implement the business model they have created.



**Figure 2.**  
Initial Visit and Discussion



**Figure 3.**  
Antigen Test



**Figure 4.**  
Explanation of BMC



**Figure 5.**  
Assistance in making BMC



**Figure 6.**  
Assistance in making BMC2



**Figure 7.**  
Photography Training



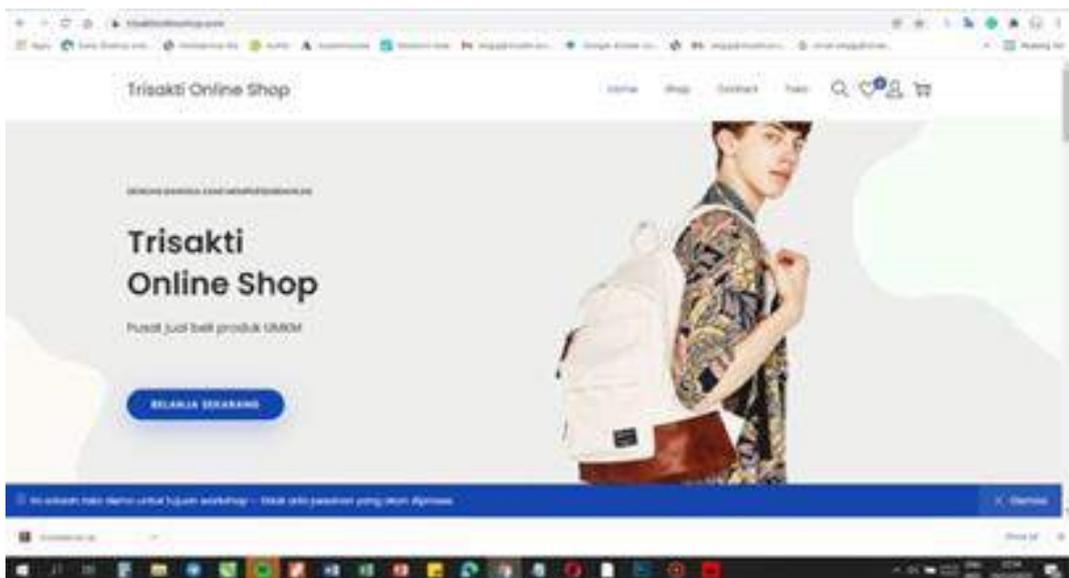
**Figure 8.**  
Photography Training (2)



**Figure 9.**  
Management Information System Training



**Figure 10.**  
Training Atmosphere



**Figure 11.**  
Trisakti Online Shop Website Display

From the results of the evaluation, it is known that the training and assistance provided is effective, which means that partners are able to implement BMC in a more measurable and targeted way. Assistance will continue to be carried out in the hope that partner independence will be formed and business sustainability will be maintained.

The results of this research-based PKM Program are expected to be useful for partners, including:

1. Increase the selling power and competitiveness of the product
2. Provide a platform for entrepreneurs to market their products
3. Increase sales
4. Maintaining business/business sustainability

With the PKM Program, it is also expected to have a positive impact on the economy and social, namely:

1. Improve the people's economy
2. Changing social behavior, people become more creative and innovative
3. Can use technology for useful things
4. Improving people's welfare

This short PKM activity needs to be followed up by doing the following:

1. The implementation team will continue to provide assistance to partners when implementing BMC in their business activities.
2. The implementation team will continue to open a consultation room through the WhatsApp group for entrepreneurs who take product photos so that they get input for improvement and the results are better than before.
3. The implementation team will continue to develop applications that can be used by Cordova entrepreneurs and other entrepreneurs who want to join the Trisakti Online Shop and provide assistance so that they can take advantage of applications that have been designed for the common good.

## CONCLUSION AND RECOMMENDATION

Currently, there are still many entrepreneurs who do not understand how to manage a business properly. As evidenced by the understanding of the business model canvas before the training, there was an average of 60% of the scores obtained.

After the training was carried out, business actors experienced an increased understanding of the business model canvas. Besides that, there is also training in creating interesting content in terms of displaying product photos and how to use an application provided by Universitas Trisakti called Trisakti Online Shop.

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