

The Influence of Digital Business Education and Perceived Usefulness on The Use of The Shopee Marketplace On The Digital Entrepreneurship Intention of University Students

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Keywords: Digital Business Education, Perceived Usefulness, Digital Entrepreneurship Intention, Shopee Marketplace.

Abstract: This study aims to examine the effect of Digital business on Digital entrepreneurship intention and perceived usefulness on Digital entrepreneurship intention. The type of research used in this research is quantitative research. The type of data in this study uses primary data. The analysis method used is multiple linear regression analysis using the SPSS 23 program. The population taken by researchers is undergraduate students of the Faculty of Economics and Business. The sampling technique in this study was purposive sampling, namely with predetermined criteria. Based on the purposive sampling method, 369 respondents were obtained who met the criteria. The results of hypothesis testing in this study indicate that digital business education has a positive and significant effect on digital entrepreneurship intention. Perceived usefulness has no direct effect on digital entrepreneurship intention. Shopee marketplace customers have a direct effect on Digital Entrepreneurship Intention. Digital business education has a direct effect on the Shopee marketplace. Perceived usefulness has a direct effect on the Shopee marketplace. There is a simultaneous influence of digital business education through the Shopee marketplace on digital entrepreneurship intention. There is a simultaneous influence of perceived usefulness through the Shopee marketplace on digital entrepreneurship intention.

Introduction

The advancement of time has made the lifestyle of an individual undergo many developments. The progress of the times also affects technological innovation. The development of technological innovation is very fast and rapid. In the development of technological innovation, people cannot be separated from the internet either to communicate with others, search for information data, or fulfill their daily needs. The ease of internet access that has occurred today provides comfort that can be felt by its users.

In the modern era like today, digital businesses are increasingly developing and are in demand from the public including students (Li et al., 2021; Zed et al., 2023). Even digital business is one of the trends among students. Students as the younger generation are considered active users of social media and digital technology and businesses have the potential to become digital business actors. Many students are starting to be interested or interested in running a digital business because digital businesses are considered more practical, efficient, and can be done flexibly. (Phiri & Chasaya, 2023; Rogińska, 2021) argues that "entrepreneurial interest is another important construct for creating successful entrepreneurs". According to (Gorostiaga et al., 2019, 2023; Tóth-Pajor et al., 2023), "Assessment of students' entrepreneurial orientation, intention and interest in entrepreneurship is important for educational institutions and policymakers because entrepreneurial interest is the best predictor of entrepreneurial behavior or action in creating new businesses." However, not all students have the knowledge and skills to run a digital business properly even though these students have an interest in starting a new digital business. Thus, to run a digital business students need to have sufficient ability, knowledge, and skills in the field of digital business.

In (Namibian,2019) digital entrepreneurship is less limited and less pre-defined than non-digital entrepreneurship. This perception arises because of the flexibility in using digital tools, which affects the capacity to distribute information and simplify traditional means. According to (Ajah, 2023; Binowo & Hidayanto, 2023; “,” 2019) The process of establishing a digital startup within an established company or a new business is called digital entrepreneurship. Digital entrepreneurship takes all the complexities and fragmentation of entrepreneurship one step further. According to (Thukral & Ratten, 2021)), digital entrepreneurship can require entrepreneurs to constantly strengthen or supplement their self-control, thus implying the importance of related practices and techniques. In (Dijkstra et al., 2020; Weller, 2020) The practice of seeking new business opportunities offered by new media and internet technologies is known as digital entrepreneurship. Some or all entrepreneurial ventures occur digitally, rather than conventionally. Digital entrepreneurship can be started with an interest in digital business, according to (Adil, 2020; Toghraee et al., 2017) interest in digital entrepreneurship is a mental orientation such as desires and expectations that influence a person's choice of entrepreneurship. Business interest is an important variable for predicting entrepreneurial behavior in a person. According to (Khan et al., 2020; Naveed et al., 2021) entrepreneurial orientation, intention, and interest in entrepreneurship are important because entrepreneurial interest is a good predictor of entrepreneurial behavior or action in

creating a new business. In (“Importance of Entrepreneurial Leadership for Innovative Business Management: A Systematic Review,” 2022) entrepreneurial interest is significantly related to achievement needs, risk-taking tendencies, ambiguity tolerance, and innovation. Meanwhile, according to (Flavián et al., 2020), attitudes toward entrepreneurship, subjective norms, and perceived behavioral control can influence entrepreneurial interest. Digital Entrepreneurship Intention indicators can be measured by three indicators such as perceptions of personal desire (attractiveness), feasibility (ability), and the tendency to act on opportunities (willingness).

According to (Secundo et al., 2020) Digital academic entrepreneurship emerges from the potential intersection between academic entrepreneurship and digital technology, creating a socio-economic and technological phenomenon that changes the traditional forms of academic entrepreneurship. In (Charrón Vías & Rivera-Cruz, 2020) The concept of entrepreneurship education programs, in the digital era, considers two aspects: (1) business knowledge (hard skills) or (2) behavioral competencies (soft skills). In some cases, they may be hybrid, where the learning tools and methods are chosen to meet the desired learning objectives. In this context, two levels of perception are considered: (1) ontological, defining explicitly what entrepreneurship is, aiming to engage educators and students in an entrepreneurial context, and (2) educational and containing tools that answer five questions: (1) aims and objectives, (2) target public, (3) assessment and appreciation, (4) content and theory, and (5) methods and pedagogy. According to (Byundyugova et al., 2022; Zenkina, 2022) education using digital technology shapes the modernization of society, promoting growth and competitiveness through a better-skilled workforce and more jobs. In addition, it can gain the ability to manage complex problems, entrepreneurship, and creative thinking by using digital resources which are important skills to have. According to (Khairul & Aulia Putri, 2022) Business education provides important motivation, knowledge, and skills for students to build new businesses. The purpose of business education is to train students in skills, ideas, and leadership abilities and the ability to create jobs rather than become wage employees.

(Chen & Aklikokou, 2020; Siagian et al., 2022) explains that Perceived Usefulness can be defined as how much a person believes that implementing a new system will improve their work performance. (Gaparov, 2021) explains that the concept of utility is defined as the Perceived Usefulness Perception of using a new system can be beneficial to its users. According to (Mukerjee et al., 2019) proposes that perceived usefulness is the likelihood that potential users will find that performing certain tasks with certain applications is easier. (Tahar et al., 2020) says that perceived usefulness is the level of a person's belief that the application of technology will improve the quality of their work. (Moslehpour et al., 2018) shows that Perceived Usefulness affects the intention to use technology and shows perceived usefulness affects technology usage decisions. From the above definition, it can be concluded that perceived usefulness refers to how a system or something can provide benefits to its users in terms of convenience in daily activities. Perceived indicators of usefulness include (1) increased effectiveness, (2) increased efficiency (3) beneficial.

Shopee was one of the first marketplaces of Garena, which has now changed its name to SEA Group. Garena maintains Shopee as a C2C (customer-to-consumer) business mobile marketplace. PT Shopee International Indonesia launched Shopee officially in Indonesia in December 2015. Online sellers in Indonesia use Shopee. Shopee became the first website in Indonesia in 2015. According to (Chen et al., 2023; Fandialan et al., 2019) online selling is the most popular among the general public. Micro, small, and medium enterprises (MSMEs) are currently using Shopee. Lautifah (2020) states that e-commerce applications facilitate transactions and valuations, providing trust in the form of guarantees. In (Hasibuan et al., 2022; Putri et al., 2022) Indicators that can be measured in the use of the Shopee Marketplace are as follows: 1. Can be easily learned 2. The operation can be controlled 3. Clear and can be easily understood 4. Flexible 5. Can easily become proficient 6. Can be easily used

The advancement of digital technology today has a major impact on the business world and all aspects of human life. Businesses were originally only developed through conventional media, but have now transformed into digital businesses that are more effective and efficient with social media, websites, marketplaces, and e-commerce as marketing media. Many types of e-commerce have developed in Indonesia, namely Lazada, Bukalapak, Blibli, Zalora, JD ID, Tokopedia Shopee, and so on. According to an article on the Atome e-money application with the pandemic since the beginning of 2020, Indonesia's e-commerce business has experienced a sharp increase. This business grew by around 33% in 2020 with a fantastic value, jumping from the range of IDR 253 trillion to IDR 337 trillion. The following is a graph of marketplace development in Indonesia seen from the number of monthly marketplace visitors.

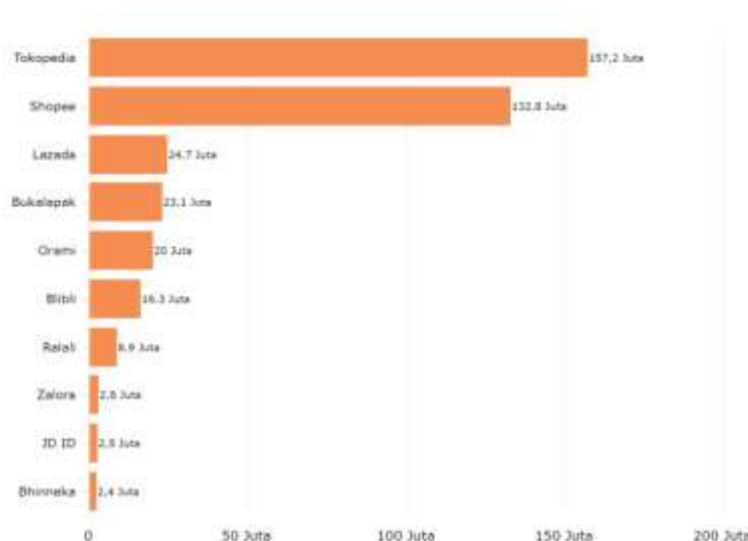


Figure 1. Average monthly visitors to Indonesian Marketplaces in 2022

According to the data above, Tokopedia and Shopee users still lead the e-commerce market in Indonesia, the competition between the two e-commerce is getting tighter based on the average number of visitors per month. Based on data collected by iPrice, in the first quarter of 2022, the average monthly visitors to the Tokopedia page reached 157.2 million, up 5.1% from 149.6 million in the fourth quarter of 2021. Shopee came in second with an

average monthly visitors of 132.77 million in the first quarter of 2022, up 0.6% from 131.9 million in the previous quarter. In the first three months of the year, Lazada moved up to number three, displacing Bukalapak with average monthly visitors of 24.68 million and 23.1 million. While Orami improved to fifth, Blibli dropped to sixth, Ralali improved to seventh, and Zalora improved to eighth. As shown in the graph, JD.ID dropped to ninth position and Bhinneka dropped to tenth position based on the number of monthly visitors. As stated by (Córdova Ramírez et al., 2021) said that "Digital-age learning and Business Engineering Education make it possible to assess digital learning needs that can be used for further, such as content creation and digital problem-solving. So the results make it possible to assess the need for digital learning that can be used further." However, in the context of students, the development of digital business education has not been fully implemented optimally because digital business education is still new in the curriculum.

According to (Gómez-Galán et al., 2021; Rodríguez & García, 2022) "The use of digital methodologies is increasing in education, as we can see in all the research conducted in the last three years and that these technologies can improve the student learning process with innovations such as mobile technology, tablets, and smartphone applications". In addition to students, teachers, and other educators are also expected to participate in teaching digital business education in formal education. According to (Gubareva et al., 2019) "theoretical provisions allow educators to study, plan and effectively implement business-oriented training processes for future teachers in the digital education space of universities, the identified set of pedagogical conditions can be taken into account when developing curricula, programs, educational and methodical complexes." According to (Rindyastuti et al., 2021; Wibowo et al., 2021) Shopee Marketplace is known as a user-friendly application by Indonesian people. This is not without reason but Shopee Marketplace provides a virtual storefront display that is easy for visitors to understand and reach. The menu provided by Shopee Marketplace is also easy to learn and use. Apart from its use, Shopee Marketplace also offers various discounts and shipping discount vouchers that make visitors decide to make transactions, the prices of the goods offered can also be concluded to be more affordable, and the items offered also have thousands of choices and are varied. Malang State University FEB students were chosen as research respondents because Malang is a city of education where many overseas students come from various regions so the market share in Malang is wider and easier to reach. So that this can affect the interest of students who continue their studies in Malang City, especially at the Faculty of Economics and Business, Universitas Negeri Malang (FEB UM). T

The research gap in this study will discuss in more detail whether the perceived benefits (Perceived Of Effectiveness) and digital business education (Digital Business Education) have an impact on interest or not, which makes this research different from previous studies and makes it novel. The author believes that this research is relevant considering that UM FEB undergraduate students are doing digital business (Digital Entrepreneurship Intention). In this study, the variable use of Shopee Marketplace will be an intervening variable from the Digital Business Education variable and Perceived of Usefulness

in determining the Digital Entrepreneurship Intention of students, especially undergraduate students of FEB UM. Digital Business Education which is mandatory for universities to learn and teach and Perceived of Usefulness which is mediated by the variable use of Shopee Marketplace was chosen to be a variable in this study because the perceived benefits of using business technology, namely Shopee Marketplace, are felt to affect student Digital Entrepreneurship Intention because Shopee Marketplace is a marketplace application that is widely and frequently used by students, so that these variables are worth researching. Thus, researchers are interested in conducting research on "The Effect of Digital Business Education and Perceived Of Usefulness on the Use of Shopee Marketplace on Digital Entrepreneurship Intention of University Students".

The novelty of research (Novelti) and differentiation in this study compared to previous studies is that this study will discuss in more depth and detail related to whether or not there is an effect of digital business education (Digital Business Education) and perceived benefits (Perceived Of Usefulness) on digital business interest (Digital Entrepreneurship Intention) Undergraduate Students of the Faculty of Economics and Business (FEB), State University of Malang (UM) so that this research is considered by the author to be important to research. Based on the literature review above, the hypothesis in this study is as follows: H1: Digital Business Education affects Digital Entrepreneurship Intention in undergraduate students of FEB UM, H2: Perceived Usefulness Affects Digital Entrepreneurship Intention in FEB UM undergraduate students. H3: the use of Shopee Marketplace affects Digital Entrepreneurship Intention in FEB UM undergraduate students. H4: Digital Business Education affects the use of Shopee Marketplace in undergraduate students of FEB UM. H5: Perceived of Usefulness affects the use of Shopee Marketplace in undergraduate students of FEB UM. H6: Digital Business Education and the use of Shopee Marketplace affect the Digital Entrepreneurship Intention of undergraduate students of FEB UM H7: Perceived of Usefulness and the use of Shopee Marketplace affect the Digital Entrepreneurship Intention of undergraduate students of FEB UM.

Research Method

This research uses quantitative methods. Using the Descriptive Explanatory Research method of explanatory study or hypothesis submission, this study aims to explain the relationship between one variable and another and explain the position of the variables studied. The research model used is Path Analysis. This method is a method that examines the direct and indirect effects of hypothesized variables as a result of the treatment of these variables. The population that the authors will use is undergraduate students of the Faculty of Economics and Business (FEB) who have taken Entrepreneurship and Innovation Management courses at the Universitas Negeri Malang with a population of 4789 students. The sample criteria include undergraduate students of the Faculty of Economics and Business at State University of Malang. Have taken Entrepreneurship and Innovation Management courses at the Faculty of Economics and Business, Universitas Negeri Malang. Have or have used / often use the Shope application.

This study aims to determine the extent of the influence of digital business education, perceived usefulness, digital entrepreneurship intention, and Shopee marketplace users can be described as follows.



Figure 2. Conceptual Framework

The independent variables in this study are Digital Entrepreneurship Education (X1), Perceived usefulness (X2), the intervening variable Shopee marketplace usage (Z), and Digital Entrepreneurship Intention (Y). The population in this study were undergraduate students of the Faculty of Economics and Business, State University of Malang. The sample in this study was calculated using the Slovin formula. In this study, the sampling technique used purposive sampling where this sample was taken by chance by distributing questionnaires in the form of google forms and considering criteria related to research objectives. which is done randomly. The data analysis technique uses path analysis. Table 1 explains the practical definitions ranging from variables and indicators to a description of each indicator. The following is an explanation of the variables and indicators used in this study.

Table1. Variable and Indicator Questions

No.	Variable	Indicator	Item Number
1	<i>Digital Business Education (X1)</i> Liu X (2019), Jena. R. K (2020)	1. Digital literacy 2. Business skills 3. Leadership skill development 4. Creativity and Innovation 5. Digital entrepreneurship	1. Learn the latest developments in business management. 2. Acquire education about digital business in college. 3. Digital business development 4. Know related to management, skills, and leadership. 5. Development of digital business skills. 6. Digital business education encourages entrepreneurship.
2.	<i>Perceived of Usefulness (X2)</i> Ing-Long Wu, et. al (2020)	1. Simplify transactions. 2. Speed up the transaction. 3. Offer additional benefits when completing the transaction. 4. Increase the efficiency of transaction execution.	1. Ease of finding the product you are looking for on Shopee Marketplace. 2. Ease of searching for product-related information 3. Shopee Marketplace accesses product information that is useful for decisions. 4. Shopee Marketplace completes transactions quickly.

<p>3. <i>Digital Entrepreneurship Intention (Y)</i> Youssef (2021), Shah (2021), Jena. R. K. (2020)</p>	<p>1. perception of personal desirability (attractiveness) 2. feasibility (ability) 3. tendency to act on opportunities (willingness).</p>	<p>1. Interest in a career as an entrepreneur in the digital business sector 2. Desire to start a digital business. 3. Ability to run a digital business. 4. Desire to start and run my own digital business. 5. Desire to create a company in the field of digital business in the future. 6. The amount of support for digital business 7. Satisfaction with digital business</p>
<p>4. <i>The Use of Shopee Marketplace (Z)</i> Melati. R.S (2020), Hasdani (2021)</p>	<p>1. Can be easily learned 2. The operation can be controlled 3. Clear and can be easily understood 4. Flexible 5. Can easily become proficient 6. Can be easily used</p>	<p>1. Ease of learning to use Shopee Marketplace. 2. Ease of Shopee Marketplace being operated and controlled. 3. Shopee Marketplace eases the purpose of transactions. 4. Shopee Marketplace makes it easy to achieve goals in terms of transactions. 5. Proficient in operating Shopee Marketplace. 6. Ease of using Shopee Marketplace.</p>

Source: processed by researchers in 2024

The sampling technique used, namely Purposive sampling, is the sampling strategy used in this study. As said by Creswell. According to (Campbell et al., 2020; Etikan, 2016)), this technique is applied arbitrarily, regardless of strata, or by considering several factors when applied to an area. Furthermore, according to Creswell, calculate the sample size by applying the Slovin formula.

$$n = \frac{N}{1 + Ne^2}$$

Description:

n = Community pools

N = amount of respondents

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Result and Discussion

Result

In this study, Path Analysis attempts to ascertain the direct and indirect effects between the Digital Business Education variable (X1), the Perceived of Usefulness variable (X2), the Shopee Marketplace Usage variable, and the dependent variable Digital

Entrepreneurship Intention (Y). The Path Analysis coefficient consists of the following equation The following are the results of data analysis of direct effects on each variable:

Table 2. Results of t-test of direct effects between variables

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	Collinearity Statistics VIF
	B	Std. error	Beta				
(Constant)	2.700	1,232		2,192	.029		
Digital Business education (X ₁) > Perceived of usefulness (X ₂)> the use of Shopee marketplace (Z)	.255	.041	.238	6.206	.000	.848	1.179
(Constant)	.945	.065	.561	14.648	.000	.848	1.179
(Constant)	6.016	1.603		3.754	.000		
Digital Business education (X ₁) > Perceived of usefulness (X ₂)> Digital entrepreneurship intention (Y)	.870	.053	.648	16.270	.000	.848	1.179
(Constant)	.043	.084	.020	.509	.611	.848	1.179
(Constant)	1.528	1.213		1.260	.208		
Digital. bussiness.education (X ₁)	.086	.051	.080	1.685	.093	.522	1.917
Perceived. of.usefulness (X ₂)	.937	.063	.556	14.987	.000	.847	1.180
The use of .shopee.marketplace (Z)	.195	.036	.244	5.385	.000	.569	1.757

Source: processed by researchers in 2024

H1: Direct Influence of Digital Business Education (X₁) on Digital Entrepreneur-ship Intention (Y) in UM FEB undergraduate students

Based on Table 2, it can be concluded that tcount 16,270> t table 1,966 and the significance of t is $0.000 \leq 0.050$ so it can be said that H₀ is rejected and H₁ is accepted, it concludes that the Digital Business Education variable has a direct effect on Digital Entrepreneur Intention and H₁ is proven in the test results in this study. So variable X₁ has a significant effect on variable Y and has a positive influence between variables.

H2: Direct Effect of Perceived of Usefulness (X₂) on Digital Entrepreneurship Intention (Y) in undergraduate students of FEB UM

Based on Table 2, it can be concluded that tcount 0.509> t table 1.966 and the significance of t is $0.611 \geq 0.050$ so that it can be said that H₀ is accepted and H₂ is rejected, it concludes that the Perceived of Usefulness variable has no direct effect on Digital Entrepreneur Intention and H₂ is not proven in the test results in this study. So variable X₂ has no significant effect on variable Y

H3: Direct Effect of Shopee Marketplace Users (Z) on Digital Entrepreneur-ship Intention (Y) in undergraduate students of FEB UM

Based on Table 2, it can be concluded that $t_{count} 5,385 > t_{table} 1,966$ and the significance of t is $0.000 \leq 0.05$ it can be said that H_0 is rejected and H_3 is accepted, it concludes that the variable Use of Shopee Marketplace has a direct effect on Digital Entrepreneur Intention and H_3 is proven in the test results in this study. So variable Z has a significant effect on variable Y and has a positive influence between variables.

H4: Direct Effect of Digital Business Education (X1) on the use of Shopee Marketplace (Z) in undergraduate students of FEB UM

Based on Table 2, it can be concluded that $t_{count} 6,206 > t_{table} 1,966$ and the significance of t is $0.000 \leq 0.050$ so it can be said that H_0 is rejected and H_4 is accepted, this concludes that the Digital Business Education variable has a direct effect on the use of Shopee Marketplace and H_4 is proven in the test results in this study variable X_1 has a significant effect on variable Z and has a positive influence between variables.

H5: Direct Effect of Perceived Usefulness (X2) on the use of Shopee Marketplace (Z) in FEB UM undergraduate students.

Based on Table 2, it can be concluded that $t_{count} 14,648 > t_{table} 1,966$ and the significance of t is $0.000 \leq 0.050$ so that it can be said that H_0 is rejected and H_5 is accepted, it concludes that the Perceived of Usefulness variable has a direct effect on Shopee Marketplace usage and H_5 is proven in the test results in this study. So variable X_2 has a significant effect on variable Z and has a positive influence between variables.

Table 3. The indirect effect of variables (X1), on (Y) through (Z)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2425.798	3	808.599	145.462	.000 ^b
	Residual	2345.826	422	5.559		
	Total	4771.624	425			

a. Dependent Variable: Y. digital. entrepreneurship. intentions

b. Predictors: (Constant), Z. the use of shopee .marketplace, X2.perceived.of.usefulness, X1.digital.business.education

H6: Indirect influence of Digital Business Education (X1) and the use of Shopee Marketplace (Z) on Digital Entrepreneurship Intention (Y) of undergraduate students of FEB UM

Based on these results, it can be stated that there is a simultaneous significant effect (together) of variables X and Z on variable Y , but the amount of the t -test in Table 3 states that the t_{count} is $1,685 < t_{table} 1,966$ with a significance of t of $0.093 \geq 0.050$ so that it can be said that H_0 is accepted and H_6 is rejected, this concludes that the Digital Business Education variable (X_1) through the variable Use of Shopee Marketplace (X_2) has no significant effect on Digital Entrepreneur Intention (Y).

H7: Indirect influence of Perceived Usefulness (X2) and the use of Shopee Marketplace (Z) on Digital Entrepreneurship Intention (Y) of FEB UM undergraduate students.

In this study, the indirect effect is obtained from the calculation of Path Analysis with Multiple Regression analysis. Based on Table 3, it can be concluded that in the simultaneous

f test results the amount of $f_{count} 145.462 > f_{tabel} 2.62$ and the sig value in the results table is $0.000 < 0.050$. According to these results, it can be stated that there is a significant effect simultaneously (together) variables X and Z on variable Y and in the t-test results in table 2 the amount of $t_{count} 14.987 > t_{tabel} 1.966$ so it can be said that H_0 is rejected and H_7 is accepted, this states that the variable Perceived of Usefulness (X1) through the variable Use of Shopee Marketplace (X2) has a direct effect on Digital Entrepreneur Intention (Y) and has a positive influence between variables.

Discussion

The influence of Digital Business Education on Digital Entrepreneurship Intention in undergraduate students of FEB UM

Based on the results of the analysis of the direct effect of the Digital Business Education variable (X1) on Digital Entrepreneurship Intention (Y) in FEB UM undergraduate students, hypothesis testing has met the predetermined criteria. This means that there is a direct influence between the digital business education variable and the digital business interest variable. The results of this study follow previous research conducted by Jena, 2020; Shah, 2020; Ngoasong, 2018; Liu, 2019; Alferaih 2022; Wibowo, 2023; Ravindra, 2023.

The results of previous research conducted by Alferaih (2022) explained that there is a significant relationship between the core constructs of the theory of Planned Behaviour (TPB) and entrepreneurial intentions and entrepreneurial behavior. Therefore, it is strongly recommended that digital entrepreneurship education programs are more oriented toward finding ways to improve how entrepreneurial intentions can be improved based on new ways of managing businesses using digital platforms and technologies.

In this study, although digital business knowledge and interest in doing digital business in undergraduate students of the Faculty of Economics and Business at Universitas Negeri Malang have high results, there are still some answers to questions on the questionnaire that show their disagreement in doing digital business. Students are suspected of still having difficulty developing due to many considerations. These considerations include financial capability and time availability despite the interest in running a digital business. However, if you look at the facilities and activities supporting digital business education at the Faculty of Economics and Business at the State University of Malang, it is very supportive because there are many digital business units for learning and academic assistance such as seminars related to digital business that students can attend for free or for a fee. So that opportunities in digital business will be greater if utilized properly.

The influence of Perceived Usefulness on Digital Entrepreneurship Intention in undergraduate students of FEB UM

Based on the results of the analysis of the direct effect of the Perceived Usefulness (X2) variable on Digital Entrepreneurship Intention (Y) in FEB UM undergraduate students, hypothesis testing does not meet the predetermined criteria. This means that there is no direct influence between the Perceived Usefulness variable and the Digital Entrepreneurship Intention variable. This result can be interpreted as the perceived benefits obtained from

using technology do not affect students' digital business interests. The results of this study follow previous research conducted by Crittenden, 2015; Nkwei, 2023; Lukita, 2023.

According to Nkwei (2023), risk-taking that mediates the effect of attitude, entrepreneurial ability, and Perceived Usefulness of the use of digital technology on Entrepreneurship Intention does not support proactive and innovative functions. This means that innovative and proactive do not increase the impact of attitudes, entrepreneurial abilities, and Perceived Usefulness obtained from the use of digital technology.

Judging from the results of descriptive statistics, the Perceived Usefulness and Digital Entrepreneurship Intention variables have a high average value, but the Perceived Usefulness variable cannot influence Digital Entrepreneurship Intention in UM FEB undergraduate students. In this study, the results of statistical testing of the Perceived of Usefulness variable or the perceived benefits and interest in the digital business of undergraduate students of the Faculty of Economics and Business, State University of Malang have a low value. Most students do not feel any interest in creating a new digital business even though there are benefits they get when using digital technology easily in the current era, the perceived benefits obtained from using digital technology include the benefits of the ease and speed of sales transactions, they tend to be more interested in utilizing technology in the form of a sales platform that is already available and ready for immediate use. Students are less interested in developing and utilizing technological advances and developing innovations to start new digital businesses. So the hypothesis proposed by the researcher is rejected. This can be overcome by familiarizing students with the use of digital technology to support digital businesses which will lead to innovations that can be produced by students so that students do not only utilize or use digital technology or digital platforms that are already available.

The Effect of Using the Shopee Marketplace on Digital Entrepreneurship Intention in UM FEB Undergraduate Students

Based on the results of the analysis of the direct effect of the variable Use of Shopee Marketplace (Z) on Digital Entrepreneurship Intention (Y) in undergraduate students of FEB UM, hypothesis testing has met the predetermined criteria. This means that there is a direct influence between the variable use of the Shopee Marketplace application and the digital business interest variable. The results of this study are following previous research conducted by Hasdani 2021; Latifah, 2020; Fahmi, 2023; and Veronika, 2021. According to research conducted by Fahmi (2023), namely student interest in digital entrepreneurship is positively influenced by the use of e-commerce. The use of e-commerce increases student interest in digital entrepreneurship. Veronika (2021) also has the same results, namely that there is a positive and significant effect of e-commerce on entrepreneurial interest.

In this study, the use of Shopee Marketplace and the interest in the digital business of undergraduate students of the Faculty of Economics and Business, State University of Malang have a high value. This shows that students' interest in digital business is influenced by the use of e-commerce, which in this study is Shopee Marketplace. The majority of undergraduate students at the Faculty of Economics and Business, State University of Malang can adapt to

technological advances, namely the Shopee Marketplace, and can use the Shopee Marketplace effectively.

There are several assumptions in the use of Shopee Marketplace by most students, namely, there is ease of operation, online management of digital businesses or stores, online communication, service systems, transaction systems, goods delivery systems, and others. The convenience and facilities offered by Shopee Marketplace, such as vouchers or discounts and free shipping, can provoke many consumers who will use Shopee Marketplace to make purchase transactions compared to shopping offline. So if you have a digital business that uses an e-commerce platform such as Shopee Marketplace, it will be considered more profitable. This shows how the use of Shopee Marketplace can influence students' interest in doing digital business. So students' interest in doing business online arises along with the growth of e-commerce internet networks and digital technology.

The influence of Digital Business Education on the use of the Shopee Marketplace for undergraduate students of FEB UM

Based on the results of the analysis of the direct effect of the Digital Business Education variable (X1) on the use of the Shopee Marketplace (Z) on undergraduate FEB UM students, hypothesis testing has met the predetermined criteria. This means that there is a direct influence between the digital business education variable and the use of the Shopee Marketplace application. The results of this study are following previous research conducted by Elena, 2019; Boldureaneu, 2020; Farell, 2021; and Wibowo, 2023.

According to Farell's research (2021) approves of this e-commerce system as a medium for learning entrepreneurship education in schools. Given the current technological advances, e-commerce is one of the ways that must be done in the world of work, especially the business world. In addition, e-commerce also helps develop digital entrepreneurship in the world of education. Meanwhile, Wibowo (2023) explained that digital entrepreneurship education positively affects digital entrepreneurship intentions and social media usage. In addition, a significant correlation was found between social media, entrepreneurial intuition, and digital entrepreneurial intentions among students and social media can also mediate the relationship between entrepreneurial intuition and digital entrepreneurial intentions.

In this study, digital business education in undergraduate students of the Faculty of Economics and Business, State University of Malang has a high value. Students get education and knowledge that can support them to do digital business. The rapid advancement of the technological era that continues to change results in adjustments in the curriculum related to digital business and includes the need for marketing creativity in e-commerce in business education so that students can compete well. So according to the results of the research business education influences the use of the Shopee Marketplace. With the digital business education they have received in college, students are more interested in using the Shopee Marketplace because they feel it is easier to access and use.

The influence of Perceived Usefulness on the use of Shopee Marketplace on UM FEB undergraduate students.

Based on the results of the analysis of the direct effect of the Perceived of Usefulness (X2) variable on the use of Shopee Marketplace (Z) on undergraduate FEB UM students, hypothesis testing has met the predetermined criteria. This means that there is a direct influence on the perceived benefits of using the Shopee Marketplace application. The results of this study are following previous research conducted by Arief, 2019; Caffaro, 2020; Hasdani, 2021; Chaniago, 2022; Wafiyah, 2021; and Kusuma, 2020.

Chaniago's research (2022) and Wafiyah's research (2021) show that Perceived Usefulness has a significant effect on the use of the Shopee Marketplace application among students. Meanwhile, Kusuma's research (2020) explains that there is an impact on attitudes towards e-commerce and the relationship between Perceived Usefulness and intention to use e-commerce.

In this study, the Perceived of Usefulness the use of Shopee Marketplace for undergraduate students of the Faculty of Economics and Business, State University of Malang has a high value. Students feel that they get benefits from using the Shopee Marketplace and most students have used the Shopee Marketplace in their daily lives. The perceived benefits are not only in purchasing transactions but also in sales transactions. Because, Shopee Marketplace was originally an e-commerce platform with a customer-to-customer business model which then switched to a hybrid model, namely customer-to-customer and business-to-business due to new developments with the opening of Shopee Mall, a store platform for distributing well-known brands. With these benefits, the digital business carried out on the Shopee Marketplace will be much easier, more effective, efficient, and easier to get profits.

The Effect of Digital Business Education through the Use of the Shopee Marketplace on Digital Entrepreneurial Intentions of UM FEB Undergraduate Students

Based on the results of the analysis of the indirect effect of the Digital Business Education variable (X1) and the use of the Shopee Marketplace (Z) on Digital Entrepreneurship Intention (Y) of UM FEB undergraduate students, hypothesis testing does not meet the predetermined criteria. This means that there is no indirect influence between the digital business education variable through the variable use of the Shopee Marketplace application and the digital business interest variable. These results can be interpreted that the digital business education received and owned by students and the use of Shopee Marketplace does not affect students' digital business interests. The results of this study are following previous research conducted by Bastomi, 2023; Karimi, 2016, Anwar, 2020; and Lesinskis, 2023.

In this study, digital business education through the use of Shopee Marketplace and digital business interests of undergraduate students of the Faculty of Economics and Business, State University of Malang has a low value. These results can be interpreted that the digital business services and facilities contained in the Shopee Marketplace cannot mediate digital business education to generate student digital business interest. However, in practice, students already have digital business education that they get in college and have used Shopee

Marketplace in their lives for their buying and selling activities, this cannot make them interested in running a digital business. Although in the previous hypothesis digital business education plays a role in determining students' digital business interests. This is because the digital business education taught does not maximize the practice of digital business activities directly to students, students receive more theories related to digital business such as creating technology platforms that can be used for digital business but have not practiced digital business directly. In addition, the number of female respondents is greater than male respondents and most Shopee Marketplace users are women.

The influence of Perceived Usefulness through the use of Shopee Marketplace on Digital Entrepreneurship Intention of UM FEB undergraduate students

Based on the results of the analysis of the indirect effect of the Perceived of Usefulness variable (X2) and the Use of Shopee Marketplace (Z) on Digital Entrepreneurship Intention (Y) of UM FEB undergraduate students, hypothesis testing has met the predetermined criteria. This means that there is an indirect influence between the Perceived Usefulness variable through the variable use of the Shopee Marketplace application and the digital business interest variable. The results of this study are following previous research conducted by Grover, 2019; Ngoasong, 2018; Di Stefano, 2023; Giovanni, 2023; Prakarsa, 2019; and Irvania, 2022.

This study, Perceived of Usefulness through the Use of Shopee Marketplace on Digital Entrepreneurship Intention of undergraduate students of the Faculty of Economics and Business, State University of Malang has high results. Although in the previous hypothesis, Perceived Usefulness or perceived convenience does not play a role in determining students' digital business interest, in this case, students feel the benefits of using Shopee Marketplace to generate interest in doing digital business. Perceived Usefulness in using the Shopee Marketplace plays an important role in determining or influencing students' interest in digital business. The convenience felt in using Shopee Marketplace in digital business activities includes the efficiency and effectiveness of sales, payment transactions, delivery of goods, virtual storefronts, vouchers or discounts on goods, and a wider market reach compared to sales conducted offline or conventionally.

Conclusion

The Digital Business Education variable has a significant effect directly on the Digital Entrepreneurship Intention variable. The Perceived Usefulness variable has no significant effect directly on the Digital Entrepreneurship Intention variable. The variable Use of Shopee Marketplace has a significant effect directly on the variable Digital Entrepreneurship Intention. The Digital Business Education variable has a significant effect directly on the Shopee Marketplace Usage variable. The Perceived of Usefulness variable has a significant effect directly on the Shopee Marketplace Usage variable. The Shopee Marketplace Usage variable cannot mediate the Digital Business Education variable so the Digital Business Education variable does not have a significant indirect effect on the Digital Entrepreneurship Intention variable. The Shopee Marketplace Usage variable can mediate the Perceived of

Usefulness variable so that the Perceived of Usefulness variable has a significant indirect effect on the Digital Entrepreneurship Intention variable.

The results of this study are expected to be taken into consideration in the implementation of business education, especially digital business by maximizing formal learning and maximizing the availability of non-formal learning such as training and seminars related to digital business by creating digital business platforms to practice directly to produce graduates who can have their own digital business and create new jobs so that they can provide benefits for themselves and their environment.

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