

# Perception of Youths toward the E-Commerce Profession in Indonesia

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## Perception of Youths toward the E-Commerce Profession in Indonesia

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### ABSTRACT

The development of technology and digital technology is a driving factor for the existence of various e-commerce and start-ups in Indonesia. Youths who tend to be technology literate choose e-commerce as their career path. However, research to analyze the perception of youths toward profession in e-commerce field is still limited. This study aimed to analyze the perception of youths towards the profession in e-commerce field and analyze the factors which drive the youths in choosing such profession. Respondents in this study were 120 youths, data analysis used descriptive statistics and non-parametric statistical analysis with binomial test. Based on the results of the analysis, youths perceived the profession in e-commerce field as a business. This kind of profession needed Information Technology skills, needed communication skills, required persistence and accuracy, had wide market reach, had suitability for youths, could be done part time, had high flexibility, had high income, did not need strategic location, had clear career path, had fixed income, and had high safety level or had low risk of accident. The reasons that could encourage youths to choose career in e-commerce field were it had wide market reach, it was easy to deliver information, it could be done part time, it had high flexibility, it had high income but low capital.

**Keywords:** Profession Perception; Youths; E-Commerce

### 1. Introduction

Micro, small and medium enterprises (MSMEs) have a highly important role for the Indonesian economy (Suliyanto, 2013). MSMEs are able to be the foundation of the people's economic system to reduce poverty, reduce unemployment, reduce urbanization, and play a role in the distribution of development resources. This can be seen from the big contribution of MSMEs to the Indonesian economy, such as contributing to the Gross Domestic Product (GDP) for about 60.3 percent, capability of to increase workforce in Indonesia for about 97 percent.

In the era of globalization and in the middle of the rapid development of information technology, MSMEs must be able to change their marketing strategy from marketing using conventional

method to marketing using digital or e-commerce method. It must use the internet <sup>14</sup> and information and communication technology (ICT) marketing and sales processes can be done at any time without being limited by space and time (Jinling, 2009; Quaddus, 2008). If MSMEs start using e-commerce, the relationship between companies and other external entities (suppliers, distributors, partners, and consumers) can be done faster, cheaper, and more intensive than the use of conventional management principles (door to door, one-to-one relationship).

However, in using e-commerce marketing, MSMEs still have problems due to their low ability in using information technology and low digital marketing knowledge. To overcome these problems, it is necessary for youths who has knowledge in information technology and enough knowledge in digital marketing to develop digital marketing for MSMEs by becoming e-commerce business actors who help in MSME products marketing. Nevertheless, there are not many youths who are having higher education background who become e-commerce actors. The reason is they prefer to work as civil servants or in private companies that provide more certain income guarantee. Therefore, research is needed to determine perceptions of youths towards the proffesion in e-commerce field. By knowing their perceptions, strategies can be formulated to attract the youths to be willing to choose a career in e-commerce field, in order to help MSME products marketing so that it will improve MSME performance which will give impacts on increasing income, reducing unemployment, and reducing urbanization as well as optimizing the locals' potentials.

## 2. Literature Review

### 2.1 E-Commerce

E-Commerce is an abbreviation of Electronic Commerce which is a business activity in the form of sales, purchases, orders, payments, and promotions of a products, goods and/or services done by utilizing computers and digital electronic communication facilities or data telecommunications, while Baum (2000), defined e-commerce as a dynamic set of technologies, applications and business processes that connect companies, consumers and communities through electronic transactions and the electronic trading of goods, services and information. Laudon (2013), e-commerce is a process of buying and selling products electronically by consumers and from company to company using computers as intermediaries for business transactions. McLeod Pearson (2008), electronic commerce or also called e-commerce is the use of communication networks and computers to do business processes.

Traver & Laudon (2014) distinguished between the definition of e-commerce and the definition of e-business. E-business refers more to digital processes and transactions within the company, which involve information systems under the control of the company. E-business does not include commercial transactions that involve the exchange of value across organizational boundaries.

There are several types of transactions in e-commerce (Gupta, 2014), such as: 1). business to business (B2B): e-commerce transactions done by two parties who both have business interests, in which both parties understand each other and know how to run the business; 2). business to consumer (B2C): e-commerce transactions done by business people and consumers, in which e-commerce transactions occur like ordinary buying and selling, 3) business to government (B2G), e-commerce transactions between companies and the public sectors 4). consumer to consumer

(C2C): transactions are done by consumers to consumers, these transactions are online through the marketplace, and 5). Mobile commerce (m-commerce): buying and selling of goods and services through wireless technology. There are many new kinds of job in the e-commerce field which are currently developing, such as: Youtuber, Blogger, E-Sport, E-marketing, Programmer, Data Analysts and Scientists, Artificial Intelligence Specialist, Big Data Specialist, etc.

Teo, (2006), stated that there are two supporting factors that cause the internet to develop faster in mediating e-commerce. These factors are (1) the internet has a very broad reach. it is cheap, fast, and accessible to the public; (2) the internet uses electronic data as a medium for delivering messages/data so that it can send and receive information easily and concisely, both in the form of analog and digital electronic data.

Julisar and Eka Miranda (2013) stated that e-commerce in Indonesia has several limitations, such as technological and non-technological limitations. Technological limitations include no standardized standard regarding the quality, security and reliability of the system used in e-commerce, bandwidth problems, and the need for a web server, especially to handle network problems. While non-technology limitations include no government regulations regarding transactions using e-commerce. There is a perception that e-commerce is unsafe and expensive. So, many buyers and sellers are still waiting for the e-commerce ecosystem to be stable enough for them to participate.

## 2.2 Perception of the Youths

There are definitions of perception that have been put forward by previous researchers, firstly, perception is an assessment or interpretation of a person about how to perceive or interpret something that is captured by his senses (Leavit, 1978), while Gibson et al., (1989) defined perception as a cognitive process that used by individuals to interpret and understand the world around them (to objects). Another opinion is according to Khairani (2013), who defined perception as the process of giving meaning to the environment by individuals. Based on the definition of perception that has been put forward by previous research, the perception of the profession in the field of e-commerce is a sensing process, towards the profession in the field of e-commerce that is received by individuals through the senses which are then interpreted so that individuals can understand the profession in e-commerce field.

The definition of youth according to Law number 18 of 2009 concerning Youth is an Indonesian citizen who enters an important period of growth and development aged 16 (sixteen) to 30 (thirty) years old. Webster's, Princeton defined that youth which is translated as following definitions: (1) a young person, (2) the time of life between childhood and maturity, (3) early maturity. Theories related to transition, youth as identity, youth as action, youth as cultural practice, and youth as culture creator (Jones 2009). Based on this definition, it can be explained that youths are individuals who are experiencing periods of development both physically and psychologically. Youth plays an important role for a country's economy, including in the development of e-commerce in Indonesia. Based on the definition of perception and the definition of youths, it can be formulated that the definition of the perception of youths towards the profession in e-commerce field is a cognitive process used by those who are experiencing a period of growth and development aged 16 (sixteen) to 30 (thirty) years old to interpret and understand the profession in e-commerce



field.

Goal-setting theory stated that individual behavior is governed by one's ideas (thoughts) and intentions (Locke and Latham 2006), so perceptions will affect career decisions, this is in line with the opinion of Ana-Maria, V., & Corina, C. (2014) who mentioned career is built through a solid, experience, diligence, commitment, and continuous accumulation of information. Perception has a very crucial role in determining career choices. Based on these benefits, the youth's perception of the profession in the field of e-commerce can be useful to summarize and distinguish the profession in e-commerce from other professions and can create an attitude to accept or refuse the profession in e-commerce field.

Robbins and Timothy (2007) explained that one of the factors that influence perception is the factors within the interpreter, it can be interpreted that an object from what is seen depends on factors that start from the interpreter. Internal factors are factors that come from the individual and become the characteristics of the individual which include: skills, gender, and work experience. External factors are factors that come from the individual's environment or come from outside the individual, such as: family socioeconomic status, cosmopolitan level, and job socialization.

### 3. Research Methodology

This research's type was a survey research with millennial youths as the respondents. The sample size in this study was 120 respondents who were chosen using accidental sampling method. To determine the youth's perception of certain attributes in the e-commerce profession and to determine the reasons that can encourage them to choose a profession in the e-commerce field, non-parametric statistics of the binomial test was used (Suliyanto, 2014). Meanwhile, to determine the rank or level of perception of certain attributes in the field of e-commerce and determine the level of reason for youths in choosing a profession in the e-commerce field, five Likert scales were used because the Likert scale is easy to understand and simple (Suliyanto, 2011).

## 4. Result

### 4.1 Profile of the Respondents

Table 1. Profile of the Respondents

Profile of Respondent	Information	Total	Percentage
Gender	Male	53	44%
	Female	67	56%
	Total	120	100%
Age	≤17 years old	9	7.5%
	18 years old	33	27.5%
	19 years old	30	25%
	20 years old	35	29.167%
	≥21 years old	13	10.833%
	Total	120	100%
E-commerce	e-advertising	13	13%
	e-customer service	0	0.000%

e-social media management	68	46%
Marketplace optimizer	60	42%
Total	141	100%

Based on table 1, it showed that the number of male and female respondents was relatively balanced because the respondents in this study were students in the business sector where student admission was not differentiated by gender. The age of the respondents ranged from 17 to 21 years old because the respondents were students where the age of students ranges from 17 to 21 years old. The students were chosen as the respondents because they were the youths who had good information technology literacy so that they had the potential to have a career in e-commerce. If respondents were going to have a career in e-commerce, they would choose e-commerce in the field of e-social media management since they are highly familiar with social media, so they want to earn income through social media by participating in e-commerce training.

To determine the youth's perception of certain attributes in the e-commerce profession, nonparametric statistics with binomial tests were used. Based on the binomial test, the following results were obtained:

Table 2. Binomial Test Results of youth's perception towards profession in e-commerce field

Information	Total	Number	Percentage	Sig.	Conclusion
Fixed Income	No	27	22%	0.000	Significant Yes
	Yes	93	78%		
	Total	120	100%		
High Income	No	7	6%	0.000	Significant Yes
	Yes	113	94%		
	Total	120	100%		
Clear Career path	No	17	14%	0.000	Significant Yes
	Yes	102	86%		
	Total	120	100%		
Suitable for the youths	No	6	5%	0.000	Significant Yes
	Yes	114	95%		
	Total	120	100%		
Requires persistence and accuracy	No	0	0%	0.000	Significant Yes
	Yes	120	100%		
	Total	120	100%		
Need communication skills	No	1	1%	0.000	Significant Yes
	Yes	119	99%		
	Total	120	100%		
Need Information Technology skills	No	0	0%	0.000	Significant Yes
	Yes	120	100%		
	Total	120	100%		
Have high safety level/ have low accidents risk	No	29	24%	0.001	Significant Yes
	Yes	91	76%		
	Total	120	100%		
Have high flexibility	No	17	14%	0.000	Significant Yes

Information	Total	Number	Percentage	Sig.	Conclusion
	Yes	103	86%		
	Total	120	100%		
Have wide market reach	No	0	0%	0.000	Significant Yes
	Yes	120	100%		
	Total	120	100%		
It can be done part time	No	5	96%	0.000	Significant Yes
	Yes	115	4%		
	Total	120	100%		
It is only for highly educated people	No	101	84%	0.000	Significant No
	Yes	19	16%		
	Total	120	100%		
Have high prestige	No	40	33%	0.000	Significant Yes
	Yes	80	67%		
	Total	120	100%		
Have low financial risk	No	51	42%	0.000	Not Significant
	Yes	69	58%		
	Total	120	100%		
No need much energy	No	44	37%	0.000	Significant Yes
	Yes	76	63%		
	Total	120	100%		
No need strategic location	No	24	20%	0.000	Significant Yes
	Yes	96	80%		
	Total	120	100%		

Based on the binomial test result in table 2, it could be seen that the youths perceived the profession in e-commerce field as a profession that could provide a definite income, high income, clear career path, suitable for youths, require persistence and accuracy, require communication skills, require information technology skills, have high safety or have low work accident risk, can be done as part time job, have high prestige, no need a lot of energy, and no need a strategic location. However, the youths did not perceive working in the e-commerce field as a job that have low financial risk, and did not perceive a profession that is only suitable for those with higher education. In other words, even people with low education can choose a profession in e-commerce field.

To determine the attributes' rank or level of youths' perception towards attributes in the e-commerce profession, descriptive statistics were used which were presented in the following graph:

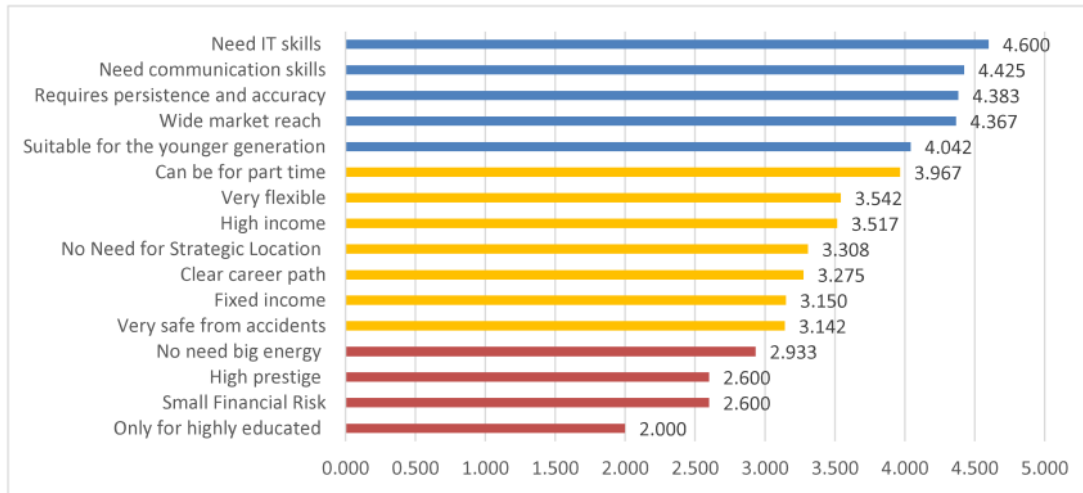


Figure 1. Youth's perception toward the e-commerce profession

Based on Figure 1, it could be seen that the order of the youth's perception of attributes in the e-commerce profession was as follows: Needed Information Technology skills, needed communication skills, required persistence and accuracy, had wide market reach, it was suitable for the youths, it could be done part time, had high flexibility, had high income, no needed strategic location, had clear career path, had fixed income, had high safety/ had low accident risk. This showed that the ability in the field of information technology and communication skills, accuracy and persistence were absolute requirements for a career in e-commerce.

To find out the reasons that can encourage youths to choose a profession in e-commerce field, nonparametric statistics were used with the binomial test. Based on the binomial test, the following results were obtained:

Table 3. Binomial Test Results on reasons that encourage the youths in choosing profession in the e-commerce field

Information	Total	Number	Percentage	Sig.	Conclusion
High Income	No	28	23%	0.000	Significant Yes
	Yes	92	77%		
	Total	120	100%		
Time Flexibility	No	17	14%	0.000	Significant Yes
	Yes	103	86%		
	Total	120	100%		
Low capital	No	31	26%	0.000	Significant Yes
	Yes	89	74%		
	Total	120	100%		
Low financial risk	No	71	59%	0.559	Not Significant
	Yes	49	41%		
	Total	120	100%		
Wide market reach	No	1	1%	0.000	Significant Yes
	Yes	119	99%		
	Total	120	100%		
High prestige	No	101	84%	0.000	Significant No



Information	Total	Number	Percentage	Sig.	Conclusion
	Yes	19	16%		
	Total	120	100%		
Easy to deliver information	No	5	4%	0.000	Significant Yes
	Yes	115	96%		
	Total	120	100%		
Clear Career path	No	62	52%	0.784	Not Significant
	Yes	58	48%		
	Total	120	100%		
High safety from accidents	No	50	42%	0.082	Not Significant
	Yes	70	58%		
	Total	120	100%		
Can be done part time	No	13	11%	0.000	Significant Yes
	Yes	107	89%		
	Total	120	100%		

Based on table 3, it was known that several reasons that encouraged the youths in choosing a career in e-commerce field were due to high income, flexible time, low capital, wide market reach, easy to deliver information, and can be done part time, while the factors that did not encourage youths in choosing a career in e-commerce were low financial risk, high prestige, clear career path, and high safety.

To determine the factors rank that encourage youths to choose a profession in the field of e-commerce, descriptive statistics were used and presented in the following graph:

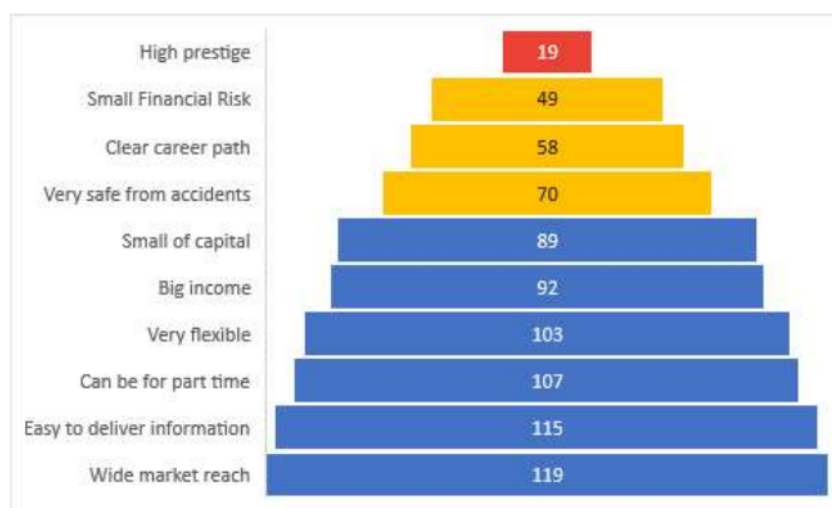


Figure 2. Reasons encourage the youths in choosing a profession in e-commerce field  
Based on Figure 2, it could be seen that the sequence of factors that encourage youths in choosing

a profession in e-commerce field were wide market reach, easy to deliver information, can be done part time, high flexibility, high income, and low capital. This showed that youth's main reason in choosing a profession in e-commerce fields was this profession had a wide market reach, had high flexibility, but on the other hand it could have high income with low capital.

## 5. Conclusion

Based on the analysis of the perception of youths towards the profession in e-commerce fields, it could be summarized as business that needed information technology skills, needed communication skills, required persistence and accuracy, had wide market reach, had high suitability for the youths, could be done part time, had high flexibility, had high income, no needed strategic location, had clear career path, had fixed income, and had high safety or had low accident risk. The reasons that could encourage youths to choose a career in e-commerce were wide market reach, easy to deliver information, can be done part time, high flexibility, high income, and low capital. Based on these conclusions, it showed that the youths had a positive perception toward the profession in e-commerce field, so it was necessary to equip them with information technology skills, communication skills, and skill on how to be persistence and have high accuracy because according to them, those skills were highly needed in e-commerce field business. Finally, this result can also be used to develop an e-commerce training curriculum for youths. As a result, this can help the development of MSMEs in Indonesia.

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