

The Effect of the Use of Electronic Commerce and User Work Effectiveness on Business Performance in Publishing Businesses in Bandung Regency

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Abstract. This study aims to determine the effect of the use of e-commerce and user work effectiveness on business performance, either partially or simultaneously. This research was conducted at various book publishers in Bandung Regency, Indonesia. The population in this study were 23 book publishers. The sampling technique used in this study is a saturated sampling technique. Based on the variables studied, this type of research is descriptive and verification. While the analytical method used is multiple linear regression analysis, correlation coefficient analysis, analysis of the coefficient of determination, and hypothesis testing either partially or simultaneously. The results of this study indicate that the use of e-commerce has no significant effect on business performance partially due to the unavailability of experts to optimize the use of e-commerce and some book publishers still focus on selling books offline, but user work effectiveness has a significant effect on business performance. Simultaneously, the use of e-commerce and the effectiveness of users' work have a significant effect on business performance. The results also show that the independent variables in this study can be applied in improving the business performance of book publishers. The conclusion of this study is expected to help business owners to be able to develop their business by maximizing sales both online and offline, and can personalize online sales media to provide convenience, comfort, and security to consumers in transacting.

1. Introduction

E-commerce is changing the way of doing business and providing many new opportunities for large companies as well as small and medium businesses to improve their business performance without any limitations [1]. A good ecommerce website can add value to the products or services offered and also increase the value of the company, it is important for a company to choose the right development strategy [2]. In addition to e-commerce, user work effectiveness is also indicated to have an impact on business performance [3]. Business performance is the company's ability to adapt to changes in the business environment that includes customers, competitors and other forces [4]. Business performance is basically driven by the level of market competition in which the company chooses to operate with the aim of winning the competition in the market [5]. The development and growth of the economy in Indonesia is also growing rapidly. The industrial sector plays a role as one that strengthens economic development and growth in Indonesia as well as an efficient step in empowering people to meet their

needs. The publishing industry is one of the industrial sectors that is starting to develop in Indonesia, it has been recorded at the Indonesian Publishers Association (IKAPI) until 2018 there have been 1488 publishers spread throughout Indonesia. The development of the publishing industry in Indonesia has made the competition even tougher. Many publishing companies are doing many ways to increase their sales. By improving the company's business performance, of course, it can increase their sales.

There were prior studies showed the relationships between e-commerce, user work effectiveness, and business performance. Prior research indicated that there are significant impact e-commerce and user work effectiveness on business performance [3]. Another previous research indicated that E-commerce has a direct impact on business performance of organization, customers and suppliers. However, the research is not explained about user work effectiveness [1,2]. The prior study showed that e-commerce can improve business competitiveness with internet providing numerous opportunities for SMEs to compete equally with large corporations [6]. In improving the company's performance, of course, there needs to be supporting factors, one of which is by utilizing the use of E-commerce. Bandung is one way of utilizing information technology that is able to facilitate business activities. The success in using E-Commerce is of course supported by the performance of its users. The effectiveness of the user's work is one of the factors that can influence the success of using E-Commerce.

This research has purpose to determine e-commerce and user work effectiveness toward business performance. The research used quantitative method using regression analysis. Saturated sampling is used as a sampling method. The sample is 23 book publisher companies. This research investigated e-commerce and user work effectiveness that affect business performance.

2. Method

The object under study is the use of E-Commerce and User Work Effectiveness, the independent variable, while Business Performance as the dependent variable. The data analysis method used in this research is regression analysis. Regression analysis provides the relationship between the independent and dependent variables [7]. Survey design in this research is a cross-sectional survey with a questionnaire. The population of this research is 23 owners of book publisher. All of the population was sampled; therefore, the sample was drawn using saturated sampling. The owners of book publisher that is chosen could give a reliable answer to this research in knowing e-commerce, user work effectiveness, and business performance. Likert scale is used to measure e-commerce, user work effectiveness, and business performance.

3. Results and Discussion

Table 1 below shows the result of multiple linear regression of Use of E-Commerce, User Work Effectiveness, and Business Performance.

Table 1. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	3.595	2.297	
Use of E-Commerce	.077	.075	.157
User Work Effectiveness	.414	.088	.721

Dependent Variable: Business performance

$$Y = 3.595 + 0,077 X1 + 0,414 X2 \quad (1)$$

- The constant value is 3.595, meaning that the interpretation of all independent variables according to measurements using the Likert scale begins with an estimate of 1 to 5.

- The value of Use of E-Commerce of 0.077 is positive which means that with every increase in E-Commerce by units then Business Performance will increase.
- User Work Effectiveness value of 0.414 is positive which means that for every increase in User Work Effectiveness by units then Business Performance will increase.

The research of Sarastyarini and Yadnyana (2018) showed that there are significant impact e-commerce and user work effectiveness on business performance [3]. In this case, if the company is able to maximize the use of e-commerce and increase user work effectiveness, the company can achieve maximum business performance, so that company productivity can be maintained. Therefore, it is important to use of e-commerce and the user work effectiveness.

Table 2 below shows the result of normal probability test of Use of E-Commerce, User Work Effectiveness, and Business Performance.

Table 2. Normal Probability Test

		Unstandardized Residual
N		23
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.03281560
Most Extreme Differences	Absolute	.155
	Positive	.155
	Negative	-.079
Test Statistic		.155
Asymp. Sig. (2-tailed)		.160^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Table 2 above shows the sig value obtained is 0.160 or exceeds 0.05, it can be ascertained that the results are normal distribution. Normality test is used to determine whether the dependent variable, independent or both are normally distributed, close to normal or not. A good regression model should be normally distributed or close to normal [8].

Table 3 below shows the result of heteroskedasticity test of Use of E-Commerce, User Work Effectiveness, and Business Performance. To test the presence or absence of heteroscedasticity, the Scatter Plot test was used to correlate each independent variable with the absolute value of the residual. If the correlation coefficient value of each independent variable to the absolute value of the residual is significant, then the conclusion is that there is heteroscedasticity.

Table 3. Heteroskedasticity Test

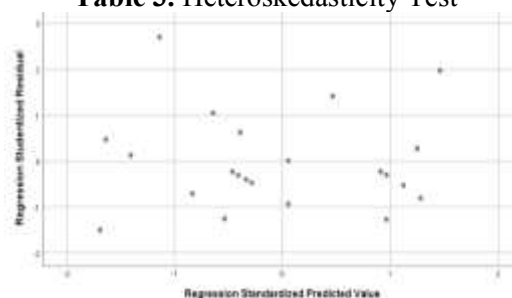


Table 3 above shows that the data are spread out and do not form a certain pattern, so the assumption of heteroscedasticity is fulfilled. Table 4 below shows the result of Correlation and Determination Coefficient Analysis of Use of E-Commerce, User Work Effectiveness, and Business Performance.

Table 4. Correlation and Determination Coefficient Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815^a	.664	.630	1.083

a. Predictors: (Constant), Use of E-Commerce, User Work Effectiveness

b. Dependent Variable: Business performance

Table 4 shows the correlation value obtained simultaneously from Use of E-Commerce and User Work Effectiveness with the Business Performance of 0.815. The value is included in the very strong level, being in the interval class between 0.80 - 0.999. The correlation value with a positive sign indicates that the relationship between variables is unidirectional [9]. An increase in the use of E-commerce and Work User Effectiveness in the business will increase Business Performance.

R Square earned 66.4%. This describes the magnitude of the contribution of Use of E-Commerce and User Work Effectiveness to Business Performance. The rest of the gains obtained are contributions of other variables that do not exist in research, for example, innovation, creativity, market orientation, and so on.

Table 5 below shows the result of simultaneous hypothesis testing of Use of E-Commerce, User Work Effectiveness, and Business Performance

Table 5. Simultaneous Hypothesis Testing

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	46.359	2	23.179	19.754	.000^b
	Residual	23.468	20	1.173		
	Total	69.826	22			

a. Dependent Variable: Business performance

b. Predictors: (Constant) Use of E-Commerce, User Work Effectiveness

Table 5 shows the acquisition of $f\text{-calculate} > f\text{-table}$ ($19,754 > 3,49$) and sig ($0,000 < 0,05$) which simultaneously there is significance effect between Use of E-Commerce and User Work Effectiveness on Business Performance. This is in accordance with the results of research by Sarastyarini and Yadnyana (2018) that E-Commerce and User Work Effectiveness have a simultaneous and significant effect on Business Performance [3]. E-commerce has become an attraction for customers. E-commerce strategists have to think about their brand investment. They must be able to balance the brand strategy between the physical and online worlds. They must be able to combine traditional media with online approaches to provide an interactive experience to customers [10]. The success and failure of an organization to achieve the goals that have been set depends on the ability of employees to carry out their duties and responsibilities for the tasks assigned to them. If the work results are in accordance with what has been determined, the situation can be said to be effective [11]. Generally, Business performance can be measured from three components including customer performance (satisfied and loyal customers), market performance (sales volume and market share) and financial performance (profit, return on investment) [12].

4. Conclusion

The use of E-commerce in Publishing Businesses is considered quite good, this is because many companies do not yet have skilled workforce capable of operate E-commerce well so that the use of E-commerce cannot be optimized. In addition, many publishers still feel that competition in E-commerce is so high that many companies are still focused on promoting their products offline. User Work Effectiveness in Publishing companies is considered good, this is because the majority of publishing companies still do not have supporting resources such as experts so that the company has not yet obtained optimal results from the performance of its employees. Business Performance at Publishing companies is considered quite good, this is because the majority of companies do not yet have human resources or experts who are able to optimize the use of E-commerce and the company is still focused on selling offline. Based on the results of hypothesis testing, it can be concluded that the higher use of e-commerce and user work effectiveness, the higher the company's business performance will be.

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