



# Training Program Intensity in Building Entrepreneurial Abilities of Sellers in Shopee (Study on MSME that Utilise Shopee in Bandung)

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**Abstract.** In the modern digital company landscape, e-commerce technologies are vital for operational expansion and revenue growth. MSMEs stopped operations post-pandemic due to their inability to use e-commerce platforms and adapt to online sales. The study examines the importance of researching sustainable training programs that use digital technologies, particularly Shopee's training programs, Southeast Asia's largest E-commerce platform dedicated to helping MSMEs improve their digital businesses. MSMEs can gain the skills and competencies needed to broaden their market by actively engaging in Shopee's rigorous training programs. This will improve buyer interactions, boost business growth, and make them more efficient and cost-effective than traditional sales services. In this study, 90 MSMEs participating in Shopee's digital marketing training programs were given questionnaires. Simple regression tests were performed in SPSS Version 26. Analysis reveals a significant positive correlation between training intensity and entrepreneurial aptitude among MSMEs who use the Shopee platform.

**Keywords:** Training Program Intensity, Entrepreneurship Capability, E-Commerce platform

## INTRODUCTION

In the post-pandemic era, Micro, Small and Medium Enterprises (MSMEs) are still experiencing difficulty selling their products. This is mainly caused by the consumers' habit of making transactions directly from home via marketplace platforms. The widespread use of online sales systems by competitors has had a negative impact on MSMEs. Conventional traders find it more difficult to reach their consumers, causing them to close their businesses. Therefore, MSMEs must find creative solutions to selling their products. This means they must adapt to new business methods based on digital technology.

According to the Deputy Chairman of The Indonesian Chamber of Commerce and Industry (*Kamar Dagang dan Industri Indonesia* or KADIN), M. Rizal, the problems MSMEs face are their inability to adapt to digital businesses. Two main factors cause this: low-level mastery of digital technology and the lack of ability to create product innovations. Similarly, Ilham Akbar Habibie, Chair of the Institute for Democratization through Science and Technology, stated that MSME has not been quite aware of the importance of product innovations [1]. Therefore, most MSMEs cannot compete with large companies constantly creating new business innovations.

The Ministry of Communication and Information Technology, Indonesia, reported that the number of MSMEs in Indonesia that have utilised e-commerce platforms is still relatively small, around 8% of the total 59.2 million MSMEs [2]. With poor skills in digital technology and innovation, added to the low awareness of utilising marketplace/online shopping platforms, these MSMEs do not have the opportunity to survive [2, 3]. Therefore, it is time for MSME to create an innovative work culture regarding product design, quality, and marketing mechanisms.

The large population of Indonesia has a considerable market potential, which provides great opportunities for the development of e-commerce [4]. Moreover, Indonesia's large number of internet users encourages business ventures to be more advanced and developed. Consumers with internet access utilise marketplace platforms to perform various business transactions. This aligns with [5], who mentioned that E-Commerce combines the internet and the Web or other forms of computer networks in conducting business transactions between producers, distributors, and consumers.

The concept of e-commerce makes costs more efficient and affordable so that prices can be reduced. Today, e-commerce plays an important role in digital business, becoming a "primary" need in everyday life for individuals and companies. There is a growing demand for the government to regulate e-commerce in a statutory regulation immediately.

Online shopping provides many conveniences and advantages compared to conventional shopping. Aside from faster transactions, an online store is cost-efficient because business owners do not need to own a physical store building. The primary support in digital business is the information system that combines work procedures, information accuracy, information technology, and other related parties to gain profit together, giving young entrepreneurs opportunities to create new jobs.

Hence, to respond to the new digital business world, business owners such as MSME need to upgrade their skills by attending relevant training programs to help them master digital technology-based business techniques.

The implementation of an intensive training program has to meet several requirements. Participants must be highly motivated and have full managerial support from MSME, trainers must have great competence and reputation, the scope of the training materials must be adjusted to the needs of the participants, and the program must have an effective training method to support professional development [6]. The method for evaluating the implementation of training programs is developed by [7, 8], which covers four areas, namely: the level of participant reaction to the training, the level of learning for the participants, the level of post-training behaviour change, and the level of participant performance.

The marketplace *Shopee* responded quickly to this need by offering and facilitating the implementation of intensive e-commerce education and training programs for MSMEs. The training aimed for MSMEs to understand the benefits of e-commerce flows and mechanisms to motivate them to adapt to business developments based on digital technology. The training program is directed at mastering the sales algorithm in the *Shopee* application.

The scope of the training is focused on the e-commerce features available on *Shopee*. The topics covered in the training were an introduction to the algorithmic features provided in online store services, steps to becoming a seller in *Shopee*, filling in various formats on user pages to upload products, generating enthusiasm to complete the required data according to the format, and helping trainees overcome difficulties in uploading product through the form provided by *Shopee*. By mastering these features, MSMEs are encouraged to create product innovations, expand market reach, increase online sales turnover, and master businesses that are in line with the times and technological sophistication to, in the end, win the competition. With this e-commerce, business owners can predict and design the types of products that consumers will be interested in, in terms of design, colour choices, and sizes, within affordable prices so that they will appear on top searches in *Shopee*.

Advertising through *Shopee* is a very attractive option for owners who want their business to grow and reach a broader market. With *Shopee*, they are encouraged to be more creative in describing products, explaining product strengths and weaknesses, and creating popular and innovative products so that consumers can switch their interest from buying old products already on the market to new popular products.

Initial observations were carried out by administering a set of questionnaires. It was found that 90 MSMEs experienced a drastic decline in sales due to Covid-19. Their lack of knowledge about sales application algorithms makes it difficult to communicate directly with the consumers. Based on this situation, the researchers are interested in measuring the effectiveness of the *Shopee* training program's intensity in developing MSMEs' ability to create more sustainable digital businesses.

Referring to the definition in the [9], a training program is part of the learning process to acquire and improve specific abilities or competencies in a shorter time, emphasising practice rather than theory. In other words, the training program is an attempt to improve the quality of human resources by increasing their expertise in the business/industry, including in entrepreneurship [10]. Digital-based entrepreneurship is a dynamic attitude that dares to take risks is creative, and thinks forward, in line with advances in information and communication technology [11, 12].

According to [13], there are four types of digital business: *Content-Based Business*, *Community-Based Business*, *Online Store*, and *Matchmaking Business*. [14] confirms Edwin B. Flippo's view that training is a series of individual or group learning processes to systematically improve skills and knowledge to display superior and professional performance in their field.

[15] said that training aims to change a person's behaviour following the target being trained and can be utilised for his/her life. Furthermore, [16] identified the benefits of training for the employees regarding knowledge, skills, and behaviour/attitude in building self-confidence, reducing anxiety in trying to do a new job, and dealing with stress, disappointment, and conflict. Training can also provide new knowledge and methods, and it can inspire individual creativity to strengthen entrepreneurial intention and encourage the creation of innovations to improve company performance. [16] explicates that training may benefit the employees regarding their competencies, satisfaction, and performance.

The utilisation of appropriate technology to support smooth communication will encourage the development of the creative economy [2]. Electronic-based trading systems (E-Commerce) help creative industry players, especially Unicorn Start-Ups, to market products according to consumer needs. Several examples of Unicorn Start-Ups are Tokopedia, Bukalapak, and Shopee [17]. Young entrepreneurs, as the driving force of the nation's economy in the future, must have a strong entrepreneurial spirit, accompanied by provision through education on economic digitalisation [18].

Online media covers all websites, including applications, news sites, industrial sites, agency sites, community spaces, social media, e-commerce/online stores, and chat applications [19]. E-commerce trade provides business transaction services using the internet. According to [20], e-commerce emerged around the 1990s and is now experiencing rapid development, especially in trade.

One e-commerce type currently proliferating in Indonesia is the marketplace type. A marketplace is a place for sellers and buyers to gather on a website and increase the participation of the broader community as business actors [21]. According to [22], e-commerce as an online channel can be used by entrepreneurs in their business activities to market products (goods or services), as well as by consumers to obtain information before making choices. The media that is often used in e-commerce business is television, radio, computers and other internet-based hardware [23].

Shopee was introduced in Indonesia in 2015 as a form of e-commerce. In 2022, this company had significant development thanks to the consumer's interest in this marketplace and their downloads in the Playstore and App Store.

Shopee is a dynamic combination of technology, applications and business processes that can connect producers with consumers and other communities in business transactions for diverse and widespread commodities. Shopee offers a mobile-centric marketplace concept. This concept opens opportunities for consumers to explore products, shop, and sell anytime and from anywhere, which is directed at building relationships that benefit both parties.

Initially, Shopee's business model was customer-to-customer (C2C). However, over time, this model has changed to business-to-customer (B2C) with the emergence of Shopee Mall as a C2C hybrid model. This model aims to make an online shop platform connecting sellers and buyers in one community. Shopee services include clear product information, competitive prices, and ease of payment processing. Shopee also provides accessible shipping facilities, attractive program offers, an easy-to-run application interface, transaction speed, and transparency through checking receipts. On the other hand, Shopee's weakness is in its application because a good internet network must always support it to view product details.

The presence of entrepreneurs in Indonesia will be a driving force for the growth of national economic development. The more members of the public interested in becoming entrepreneurs, the more they will encourage the sustainability of the national economy. Entrepreneurship is applying creativity and innovation to solve economic problems by seizing and taking advantage of opportunities effectively [19]. In this modern era, marketing is not only done in conventional ways but must also be supported by digital technology [24].

This study measured e-commerce entrepreneurial skills by the following five indicators: *physical or tangible aspects, reliability, personal interaction, problem-solving, and policies* [25]. Furthermore, to measure the effectiveness and intensity of the training program using indicators as presented in [26], which include Reactions focused on the participants' responses during training, learning is assessed from the intensity of the process and learning methods, both from the perspective of participants and trainers, Behaviors are analysed from the suitability of changes in participants' behaviour with training objectives and materials, Organisational results are assessed based on their impact on business development, and Cost-effectiveness is analysed from the aspect of training financing

## METHODS

This study uses a quantitative approach to examine specific populations or samples [27]. Data collection was carried out by distributing questionnaires. Data analysis was done with parametric statistics, with the goal being to test hypotheses. The respondents to this study included 90 Shopee MSMEs who had attended the Shopee training program.

This research is packaged in a framework outlined in Figure 1 below.

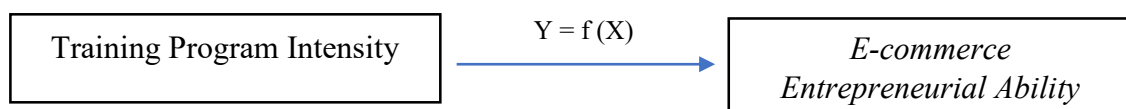


Figure 1. Research Framework

The hypothesis was formulated: "There is a positive influence from the training program's intensity on the ability of e-commerce entrepreneurship."

**RESULTS AND DISCUSSION**

**1. Normality Test**

The normality test is carried out to test whether, in a regression model, the independent variable and the dependent variable have a normal or abnormal distribution [28]. The statistical test results will decrease if a variable is not normally distributed. Normality test results can be seen in Table 1 below.

Table 1 Normality Test

| <b>One-Sample Kolmogorov-Smirnov Test</b>          |                |                         |
|--|----------------|-------------------------|
|  |                | Unstandardised Residual |
| N  |                | 90                      |
| Normal Parameters <sup>a,b</sup>                   | Mean           | .0000000                |
|  | Std. Deviation | 3.19378407              |
| Most Extreme Differences                           | Absolute       | .044                    |
|  | Positive       | .035                    |
|  | Negative       | -.044                   |
| Test Statistic                                     |                | .044                    |
| Asymp. Sig. (2-tailed)                             |                | .200 <sup>c,d</sup>     |
| a. Test distribution is Normal.                    |                |                         |
| b. Calculated from data.                           |                |                         |
| c. Lilliefors Significance Correction.             |                |                         |
| d. This is a lower bound of the true significance. |                |                         |

It can be seen from the test results above that the value of Sig. of 0.200 > 0.05, thus, the residual value is normally distributed.

**2. Linearity Test**

According to [28], the linearity test aims to determine whether two variables have a linear relationship or not significantly. This test is used to see whether the model specifications are correct. Two variables are said to have a linear relationship if the significance is less than 0.05. The results of the linearity test are outlined in Table 2 below.

Table 2 Linearity Test

| <b>ANOVA Table</b>        |                   |                          |                |    |             |        |      |
|---------------------------|-------------------|--------------------------|----------------|----|-------------|--------|------|
|                           |                   |                          | Sum of Squares | df | Mean Square | F      | Sig. |
| E-Commerce *<br>Pelatihan | Between<br>Groups | (Combined)               | 838.900        | 17 | 49.347      | 5.254  | .000 |
|                           |                   | Linearity                | 607.299        | 1  | 607.299     | 64.662 | .000 |
|                           |                   | Deviation from Linearity | 231.601        | 16 | 14.475      | 1.541  | .109 |

|  |               |          |    |       |  |  |
|--|---------------|----------|----|-------|--|--|
|  | Within Groups | 676.222  | 72 | 9.392 |  |  |
|  | Total         | 1515.122 | 89 |       |  |  |

Based on the test results above, the value of Sig. of  $0.109 > 0.05$ . So, it can be concluded that the data is linear.

### 3. Homogeneity Test

Homogeneity calculations are carried out to compare an attitude, intention, or behaviour (variance) in two population groups. If the value of Sig.  $> 0.05$ . So, it can be said that the data group comes from populations with the same variance (homogeneous), as illustrated in Table 3 below.

Table 3 Homogeneity Test

| Test of Homogeneity of Variances |     |     |      |
|----------------------------------|-----|-----|------|
| Result of X and Y                |     |     |      |
| Levene Statistic                 | df1 | df2 | Sig. |
| .223                             | 1   | 178 | .637 |

### 4. Simple Regression Test

The researcher used a simple regression test to measure the effect of the training program intensity variable on e-commerce entrepreneurial abilities, as seen in Table 4.

Table 4 Simple Regression Testing

| Model Summary                        |                   |          |                   |                            |
|--------------------------------------|-------------------|----------|-------------------|----------------------------|
| Model                                | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                                    | .633 <sup>a</sup> | .401     | .394              | 3.212                      |
| a. Predictors: (Constant), Pelatihan |                   |          |                   |                            |

Referring to Table 4 above, the correlation value (R) is 0.451, and from the output, the coefficient of determination (R Square) is 0.401. This implies that the effect of the intensity of the training program on the entrepreneurial abilities of e-commerce sellers is 40.1%.

The results of testing the hypothesis reinforce that the more effective and intensive the training program, the higher the e-commerce entrepreneurship ability will be. This reflects that the purpose of the training program is to educate participants and provide a proper understanding regarding the importance of mastering web/internet-based digital competencies in e-commerce business for the creation and development of product innovations, marketing techniques, and business transactions.

Before participating in the program, some business owners hesitated about running their businesses digitally since they were sceptical about using e-commerce. After participating in training activities held by Shopee, they changed their opinion about the importance of mastering online shops in digital business.

## CONCLUSION

Based on what has been discussed up until this point, it is possible to reach the following conclusion: the intensity of an efficient training program has a favourable impact on enhancing the entrepreneurial abilities of MSMEs. In this context, it is regarded as vital to provide training continuously, in line with the expansion of the e-commerce business, in particular through utilising some of the features accessible through Shopee.

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