The Influence of Using E-Commerce, Locus of Control and Innovation on Business Performance of the Bengkalis Reseller Actors

Kartika Ayuni
Politeknik Negeri Bengkalis

Hutomo Atman Maulana
Politeknik Negeri Bengkalis

Alamat: Kampus Politeknik Negeri Bengkalis, Jl. Bathin Alam,
Sungai Alam, Bengkalis
Korespondensi penulis: tikayuni04@gmail.com

Abstract. This study aims to analyze the effect of e-commerce usage, locus of control and innovation on the business performance of Bengkalis resellers. This study uses a quantitative method using a non-probability sampling method with purposive sampling. The sample in this study were 100 respondents, data processing using the IBM SPSS version 27 application with multiple linear regression analysis testing which includes validity test, reliability test, T test, F test, and coefficient of determination (R2). The results of this study indicate that: 1) The use of E-commerce has a positive and significant effect on the Business Performance of Bengkalis Resellers, 2) Locus of Control has a positive and insignificant effect on the Business Performance of Bengkalis Resellers, 3) Innovation has a positive and significant effect on the Business Performance of Bengkalis Resellers, 4) the coefficient of determination (R2) is 0.708. This means that the use of E-Cpmmerce, Locus of Control and Innovation affects the Business Performance of Bengkalis Reseller Actors by 70.8% while the remaining 29.2% is influenced by other variables not examined in this study.

Keywords: Using of E-Commerce, Locus of Control, Innovation, Business Performance

Abstrak. Penelitian ini bertujuan untuk menganalisis pengaruh penggunaan e-commerce, locus of control dan inovasi terhadap kinerja bisnis pelaku reseller Bengkalis. Penelitian ini menggunakan metode kuantitatif dengan menggunakan metode non probability sampling dengan purposive sampling. Sampel dalam penelitian ini sebanyak 100 responden, pengolahan data menggunakan aplikasi IBM SPSS versi 27 dengan pengujian analisis regresi linier berganda yang meliputi uji validitas, uji reliabilitas, uji T, uji F, dan koefisien determinasi (R2). Hasil penelitian ini menunjukkan bahwa: 1) Penggunaan E-commerce berpengaruh positif dan signifikan terhadap Kinerja Bisnis Pelaku Reseller Bengkalis, 2) Locus of Control berpengaruh positif dan tidak signifikan terhadap Kinerja Bisnis Pelaku Reseller Bengkalis, 3) Inovasi berpengaruh positif dan signifikan terhadap Kinerja Bisnis Pelaku Reseller Bengkalis, 4) nilai koefisien determinasi (R2) sebesar 0,708. Hal ini berarti bahwa Penggunaan E-Cpmmerce, Locus of Control dan Inovasi berpengaruh terhadap Kinerja Bisnis Pelaku Reseller Bengkalis sebesar 70,8% sedangkan sisanya sebesar 29,2% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci: *Penggunaan E-Commerce, Locus of Control, Inovasi, Kinerja Bisnis*

LATAR BELAKANG

The development of business life today has progressed quite rapidly, while people's initiative and creativity have increased through various issues such as information technology, transportation, economy, socio-culture, politics and organizational elements ladies and gentlemen In the era of globalization, information technology has experienced a very complex and rapid development in recent years, which has affected various fields of life, including the business world. This development has given rise to new familiar terms such as e-commerce, e-commerce, e-learning, e-university, e-book and online banking. The problem for online business students is that it is difficult to implement online business because to use it requires certain strategies. This is why e-commerce training is so important. Kartika et al. (2021) E-commerce training is very important because it is a core business. The most important thing that merchants need to build when adopting e-commerce is how to build trust with consumers to buy online (Yunanto and Paizal, 2019).

Another problem faced by online business students is that students often feel inferior, have not focused on dividing time between college and running a business and maintaining a business. The business world, including online student businesses, must be able to compete to increase competitiveness by utilizing technological developments in the form of online media. One of them is the introduction of electronic commerce (Lesmono, 2015). Online shopping in this case is not only online buying and selling, but also marketing of commercial products on certain platforms, product sales, delivery and services implemented through an integrated system. E-commerce (e-commerce) is an activity between connected businesses, customers, suppliers, and other business partners, which involves buying and selling products, marketing, services, payments, delivery through online networks or media (Tharob et al, 2017).

Locus of Control is the extent to which a person takes personal responsibility for what happens to him. According to locus of control theory, employee attitudes and behavior in conflict situations are influenced by locus of control characteristics, especially internal locus of control characteristics, where internal locus of control is the perspective from which all results are obtained good or bad, is due to actions arising from talent and internal factors.

Innovation is often described as the life force of organizations and their determinants in the company. The true value of innovation is expressed in the outcome (Outcome) as a traded product. company's ability Business innovation can help dominate current markets or emerging new markets, driving sustainable industry leadership. Therefore, success in commercializing innovations is an important strategy for companies (Datta et al., 2013).

Based on the background above, the researcher is interested in conducting research with the title " The Influence of Using E-Commerce, Locus of Control and Innovation on Business Performance of The Bengkalis Reseller Actors".

The purpose of the study, to determine the partial effect of e-commerce use, locus of control, and innovation on the business performance of Bengkalis resellers and to determine the simultaneous effect of e-commerce use, locus of control, and innovation on the business performance of Bengkalis resellers.

LITERATURE REVIEW

According Josept et al., (2020) E-commerce can be defined as the application of internet utilization as a sales transaction, purchase, marketing and a means to expand market share in order to obtain higher profits than before. According to Widiawati (2020) locus of control is a person's perception or state of mind about things or events to provide an assessment of whether a person can control the events experienced. Every individual has beliefs and perceptions of everything that affects them. According to Borowski, 2021 Innovation is the implementation of new or improved products (goods or services), new processes, innovative marketing methods, or new organizational methods in business practices, workplace organizations, or external relations.Innovation as an "object" also means a new product or practice that is available for application, generally in a commercial context. According to Maulana, et al (2022) in Anjaningrum and Sidi (2018) Business performance is a measure of the success of a business for small industries, usually measured by production volume and sales results. Business performance is identified as an achievement achieved in running a business.

This research supports related research conducted by Nuraeni M et al, (2023) with the title The Effect of E-Commerce Use and Locus Of Control on Business Performance in Online Business Actors (Case Study on Online Business Actors of Accounting Study Program Students, Faculty of Economics, West Sulawesi University). The results showed that partially E-commerce Use has a significant effect on Business Performance of online business actors. This means that there is a positive and significant partial effect of E-commerce Use on Business Performance between the Effect of E-commerce Use on Business Performance on Reseller Actors Bengkalis.

This study supports related research conducted by Made Hendri and Kusuma Candra Kirana (2022) with the title Influence of Leadership Style, Locus of Control, Organizational Commitment and Organizational Culture on Employee Performance at Roy Sentoso Collection. The results showed that there was significance to the Locus of Control variable.

This means that there is a positive and insignificant effect partially Locus of Control on business performance between the Influence of Locus of Control on Business Performance on Bengkalis resellers.

This research supports related research conducted by Fatimah and Azlina (2021) with the title The Effect of Information Technology and Innovation on the Performance of Small and Medium Enterprises (SMEs) (Study on Online-Based SMEs in Dumai City). The results showed that there was significance in the Innovation variable. This means that there is a positive and partially significant effect of Innovation on SME Business Performance. between the Effect of Innovation on Business Performance in Bengkalis Business Actors, Based on the results of the tests that have been carried out, resellers have good innovation in terms of new product development such as actively creating creative ideas and initiating innovative products, the company's willingness to take new opportunities, the ability to detect and respond to market changes or new trends, the willingness to adjust the business when needed and the company's proactive attitude in taking advantage of opportunities.

Meanwhile, in this study it is known that the business performance variable has the most dominant and smallest indicators in influencing business performance, namely the development of new outputs has the greatest influence with an average score of (4.41), while the number of employees has the least influence by showing an average score of (4.14). This means that the reseller business performance variable is more dominant and more often performs indicators of new output development compared to performing indicators of the number of employees for business performance. This shows that the aspect of developing new output has a higher dominance in influencing reseller business performance than the aspect of the number of employees.

From this study there are four hypotheses, namely, H1 Using E-commerce has a positive and significant effect on Business Performance, H2 Locus of Control has a positive and insignificant effect on Business Performance, H3 Innovation has a positive and significant effect on Business Performance and H4 Using E-commerce, Locus of Control and Innovation has a positive and significant effect on Business Performance.

METODE PENELITIAN

The location of this research was conducted in Bengkalis. The type of study is associative research. The data used in this study are qualitative and quantitative. Source data of this study namely primary and secondary. The population in this study are all Bengkalis reseller actors. In this study, the population size is unknown. If the exact number of populations is not known, then the cal-culation of the number of samples can use the Cochrab formula (Sugiyono, 2019).

$$n = \frac{z2p\,(1-p)}{d2}$$

Information:

n = Number of samples

z = Z score at 95% confidence = 1.96

p = maximum estimate = 0.5

d = alpha (0.1) or sampling error = 10%

Through the above formula, the number of samples to be taken is:

$$n = \frac{1,96^2\,0,5\,(1-0,5)}{0,1^2}$$

$$n = \frac{3,8416.\,0,25}{0,01}$$

$$n = 96,04 = 96$$

From the calculation results obtained a minimum sample size of 96 people. To get better population data results, the number of samples taken is 100 people.

In this study, the researcher used the Nonprobability Sampling method with the Purposive Sampling Technique. Based on Sugiyono (2019), Data collection techniques are the most strategic step in research because the main purpose of research is to obtain data. Without knowing the data collection techniques, this research will not get data that meets the data standards that have been determined. This study uses a collection of techniques based on techniques, namely questionnaire techniques, and literature study.

The measurement scale used in this study is the Likert Scale. The Likert scale is a measurement scale used to regulate attitudes, opinions, and perceptions of a person or group of people about social phenomena. In this study, social phenomena have been specifically determined, and here in after referred to as research variables (Sugiyono, 2019).

According to Indriin (2019), the SPSS program was used to test this validity. The testing technique that is often used by researchers to test validity is using multiple correlations. This study uses IBM SPSS version 27. According to Wahyuni (2014), the level of reliability is empirically indicated by a number called the reliability coefficient value. According to Sugiyono (2018:220) an instrument is declared reliable if the reliability coefficient is at least 0.6. If the measuring isnstrument has a Cronbach Alpha <0.60 then the measuring instrument is not reliable.

This study has three independent variables and one dependent variable. Therefore just use the Normality Test, Multicollinearity Test, Heteroscedasticity Test, and Autocorrelation Test. The data analysis model used in this study is multiple linear regression. In this case, the researcher describes the typical hypothesis (specific) of the theory to be tested empirically using the t-test, f-test, and coefficient of determination test.

Based on the formulation of the problem, the authors formulate the following hypothesis:

H1 : Use of E-commerce Affect Business Performance Business of the Reseller Actors

H2 : Locus of Control Affect Business Performance Business Business of the Reseller Actors

H3 : Innovation Affect Business Performance Business Business of the Reseller Actors

H4 : Use of E-commerce, Locus of Control and Innovation Affect Business Performance Business Business of the Reseller Actors
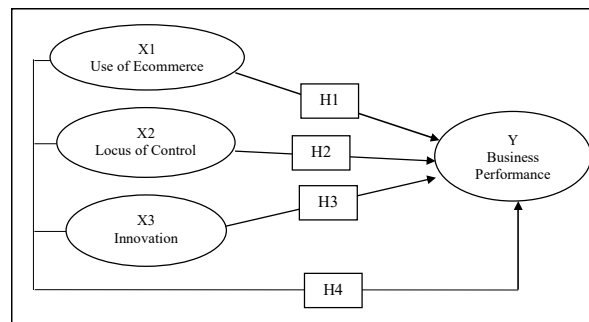
Figure 3.1 Research Model

Source: Data Processed, 2023

RESULTS AND DISCUSSION

This research was conducted in Bengkalis city. The object of research to be carried out is the reseller. The respondent data obtained will be tested with the classic assumption test. The classic assumption test used consists of a data normality test using the P-Plot test in the form of a diagonal line or holographic graph showing a normal distribution pattern, thus the regression model fulfills the normality assumption. Based on the multicollinearity test results, all variables have a tolerance value above 0.10 and a VIF value <10. Thus, it can be concluded that the regression model in this study does not occur Multicollinearity between independent variables. Based on the Heteroscedasticity Test using Coefficients, it shows that the significant value for the use of E-Commerce is 0.934, Locus of Control is 0.695 and the significant value for innovation is 0.241. So it can be concluded that there is no heteroscedasticity problem. It can be concluded that there is no heteroscedasticity in the regression model in this study. This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related. Based on the results of the autocorrelation test, it is known that DU < DW < 4-DU. Thus, it can be concluded that there is no autocorrelation in the regression model in this study.

Table1. Result of t Test

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.623	2.882		.216	.829
	Using E-Commerce	.122	.058	.121	2.104	.038
	Locus of Control	.066	.043	.093	1.541	.127
	Innovation	.823	.066	.759	12.401	.000
a. Dependent Variable: Business Performance						

Source: Processed Data 2023 of SPSS 27

Based on table 1. The Using of E-commerce variable (X1) has a positive and significant effect on Business Performance. It can be seen that the Using of E-commerce is significant (X1) 0.038 < 0.05, and the value of ttable = t (á / 2; nk-1 = t (0.05 / 2; 100-3-1) = (0.025; 96)) 1.98498. This means that the value of tcount is greater than ttable (2.104 > 1.98498), however H0 is rejected and H1 is accepted. The hypothesis which states that there is an effect of Using E-commerce on Business Performance is partially accepted.

Locus of Control variable (X2) has a positive and insignificant effect on Business Performance. This can be seen from the significance of Locus of Control (X2) 0.127 > 0.05, and the value of ttable = t (á / 2; nk-1 = t (0.05/2; 100-3-1) = (0.025; 96)) 198498.

This means that the value of tcount is smaller than ttable (1.541 < 1.98498), then H0 is accepted and H2 is rejected, in order the hypothesis which states that there is an not effect of Locus of Control on Purchase Decision is partially not accepted.

Innovation variable (X3) has a positive and significant effect on Business Performance. This can be seen from the significance of Innovation (X3) 0.000< 0.05, and the value of ttable = t (á / 2; nk-1 = t (0.05/2; 100-3-1) = (0.025; 96)) 198498.

This means that the value of tcount is greater than ttable (12.401 > 1.98498), then H0 is rejected and H2 is accepted, in order the hypothesis which states that there is an effect of Innovation on Business Performance is partially accepted.

Table 2. Result of F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	689.244	3	229.748	77.534	.000[b]
	Residual	284.466	96	2.963		
	Total	973.710	99			
a. Dependent Variable: Business Performance						
b. Predictors: (Constant), Innovation, Using of E-Commerce, Locus of Control						

Source: Processed Data 2023 of SPSS 27

Based on the test results in Table 4.17 it can be seen that the value Fcount amounted to 77.534 with a value F_{table} 2.70 thus F_{count} > Ftable or 77.534 > 2.70 and a significant level 0.000 < 0.05 then H0 is rejected and H4 is accepted, it can be concluded that the Using of E-commerce (X1), Locus of Control (X2) and Innovation (X3) simultaneously has a significant effect on Business Performance.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841[a]	.708	.699	1.72139
a. Predictors: (Constant), Innovation, Using of E-commerce, Locus of Control				

The magnitude of the influence between Using E-commerce variables (X1), Locus of Control (X2) and Innovation (X3) on Business Performance (Y) simultaneously can be seen from the magnitude of the correlation between Using of E-commerce, Locus of Control variables and Innovation with the square (R Square) of the Business Performance variable. The coefficient of determination is defined as the square of the correlation coefficient squared and then multiplied by 100%. Based on the results of the R Square value of 0.708, which means that the Using of E-commerce, Locus of Control and Innovation variables can affect the Business Performance variable by 70.8% and the remaining 29,2% is explained by other variables that affect Business Performance outside of this study.

As explained above, partially the use of E-commerce has a significant effect on Business Performance in online business actors. This means that there is a positive and significant partial effect of E-commerce Use on Business Performance between the Effect of E-commerce Use on Business Performance on Bengkalis Reseller Actors. This research supports related research conducted by Nuraeni M et al, (2023) with the title The Effect of E-Commerce Use and Locus Of Control on Business Performance in Online Business Actors (Case Study on Online Business Actors of Accounting Study Program Students at the Faculty of Economics, West Sulawesi University).

Locus of Control variable, this variable is a variable that also determines whether the reseller has a confident attitude towards his business. In line with related research conducted by Made Hendri and Kusuma Candra Kirana (2022) with the title The Effect of Leadership Style, Locus of Control, Organizational Commitment and Organizational Culture on Employee Performance at Roy Sentoso Collection. The results showed that there was significance in the locus of control variable. This means that there is a positive and insignificant partial effect of Locus of Control on business performance between the Influence of Locus of Control on Business Performance at Bengkalis resellers.

Furthermore, the innovation variable, this variable is a variable that also determines whether the reseller has the development of innovation in the business. In line with related research conducted by Fatimah and Azlina (2021) with the title The Effect of Information Technology and Innovation on the Performance of Small and Medium Enterprises (SMEs) (Study on Online-Based SMEs in Dumai City). The results showed that there was significance in the Innovation variable. This means that there is a positive and partially significant effect of innovation on SME business performance.

All variables using e-commerce, locus of control and innovation have a significant influence on business performance on Bengkalis resellers. These findings are in line with

related research conducted by Nuraeni M et al, (2023) with the title The Effect of E-Commerce Use and Locus Of Control on Business Performance in Online Business Actors (Case Study on Online Business Actors of Accounting Study Program Students, Faculty of Economics, West Sulawesi University). Made Hendri and Kusuma Candra Kirana (2022) with the title The Effect of Leadership Style, Locus Of Control, Organizational Commitment and Organizational Culture on Employee Performance at Roy Sentoso Collection. Siti Fatimah and Nur Azlina (2021) with the title The Effect of Information Technology and Innovation on the Performance of Small and Medium Enterprises (SMEs) (Study on Online-Based SMEs in Dumai City).

CONCLUSIONS AND SUGGESTIONS

Conclusions

From the results of the analysis and discussion, the following conclusions can be drawn:

1. Based on the results of descriptive statistical analysis, it can be seen that the Using E-commerce variable has a grand mean of 4.43 with a very high category. This variable has a good influence on business performance. And from the results of linear regression testing between Using E-commerce, this shows that Using E-Commerce (X1) has positive and significant effect on Business Performance (Y) of 0.122, meaning that if the Using E-commerce (X1) variable increases by 1%, assuming the Locus of Control (X2), Innovation (X3) and constant (a) variables are 0 (zero), then Business Performance increases by 12.2%. With a positive influence, of course, it will make reseller actors more interested in making purchases and the Using E-commerce factor can influence resller actors to perform business performance.

2. Based on the results of descriptive statistical analysis, it can be seen that the Locus of Control variable obtained a grand mean of 4.29 with a very high category. This variable has a good influence on business performance. And from the results of linear regression testing between Locus of Control, this shows that Locus of Control (X2) has a positive and insignificant effect on Business Performance (Y) of 0.066, meaning that if the Locus of Control (X2) variable increases by 1% assuming the Using E-commerce (X1), Innovation (X3) and constant (a) variables are 0 (zero), then Business Performance increases by 6.6%. This shows that the variable locus of control has a positive effect on business performance. The better control, the higher the business performance.

3. Based on the results of descriptive statistical analysis, it can be seen that the Innovation variable obtained a grand mean of 4.34 with a high category. This variable has a good influence on Business Performance. And from the results of linear regression testing

between the Locus of control variable and the business performance variable, this shows that Innovation (X3) has positive and significant effect on Business Performance (Y) of 0.823, which means that if the Innovation (X3) variable increases by 1% assuming the Using E-commerce variable (X1), Locus of control (X2) and constant (a) are 0 (zero), then business performance increases by 82.3%. With a positive influence, of course, it will make resellers more interested in developing innovations and the Innovation factor can influence resller actors to perform business performance.

4. From the results of simultaneous testing carried out between three independent variables and one dependent variable together, it can be obtained that Using E-commerce, Locus of control and Innovation simultaneously have a positive and significant effect on Business Performance on Bengkalis resellers. From the calculation of the coefficient of determination (R2) of 70.8% is a value that can explain the Business Performance of the three variables, namely Using E-commerce and Locus of control and Innovation and the remaining 29.2% is explained by other variables that affect Business Performance outside of this study.

Suggestions

From the results of research and discussion on the effect of Using of E-commerce, Locus of Control, and Innovation on Business Performance Bengkalis Reseller Actor, the suggestions that the Author can give are as follows:

1. For business people, the results of this study are expected to provide strategic guidance for resellers in Bengkalis to improve business performance in the face of evolving market dynamics. Reseller actors are expected to continue to respond to technological developments and aspects of innovation can affect business success in the digital era so that resellers are not left behind by the latest technology.

2. The results of this study can be suggested that there are still resellers who are hesitant to adopt e-commerce in Bengkalis. Therefore, further efforts need to be made in providing education and support to reseller actors to increase confidence in using e-commerce platforms as a strategic part of developing business. In addition, a deeper understanding of the locus of control and innovation factors can also be the key to designing training programs that are more effective and relevant to their needs.

3. This study uses a questionnaire as a data collection technique, the results are likely to be biased. Therefore, it is recommended for further researchers to add other data collection techniques such as interviews to avoid bias and the data obtained are in accordance with the actual conditions.

4. Future research is expected to improve the limitations of this study by increasing the number of samples and research variables, such as business people's perceptions of the security of e-commerce transactions, perceptions of the level of consumer involvement, customer value and others that are considered to affect business performance, then consumers can be a valuable contribution to optimizing business strategies in the face of rapid changes in the business environment.

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