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The Influence Of The Economic Environment And Entrepreneurship Knowledge On Online Purchasing Decisions Of The Kemantrenrejo Community

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Abstract

This study aims to analyze the influence of the economic environment on online purchasing decisions in the community of Kemantrenrejo Village. The research method used was a quantitative survey by distributing questionnaires to 100 randomly selected respondents. Economic environment variables are measured through indicators of income, education level, and access to technology, while online purchasing decisions are measured through the frequency of purchases, the type of goods purchased, and the value of transactions. The results showed that income and access to technology had a significant influence on online purchasing decisions, while education levels did not show a significant influence. These findings indicate that the higher the income and the better the access to technology owned by the community, the greater their tendency to make online purchases. This research contributes to the understanding of consumer behavior in rural areas and can be a reference for the development of digital marketing strategies in the region.

Keywords: Economic environment, purchase decisions, online purchases, Kemantrenrejo Community

INTRODUCTION

The digital era has brought about a major transformation in the way people carry out their daily activities, including in purchasing goods and services. The development of internet technology allows shopping transactions to be carried out online, providing

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convenience and flexibility that was previously unthinkable. This phenomenon does not only occur in urban areas, but also extends to rural areas such as Kemantrenrejo Village.

The economic environment is one of the important factors that affect consumer behavior in making online purchase decisions. Aspects such as income levels, access to information technology, supporting infrastructure, and education have a significant role in determining the extent to which rural communities can and are willing to participate in the digital economy. In Kemantrenrejo Village, an analysis of how these economic factors affect people's online purchasing decisions can provide valuable insights for various parties, including the village government, business people, and the community itself.

This study aims to examine the influence of the economic environment on online purchase decisions in the people of Kemantrenrejo Village. By exploring the relationship between economic variables such as income, education level, access to technology, and infrastructure availability, it is hoped that significant patterns can be found in the online shopping behavior of rural communities. This understanding is not only important for academics and researchers, but can also be used as a basis in formulating policies that support the development of the digital economy in rural areas.

The approach used in this study includes surveys and in-depth interviews with the people of Kemantrenrejo Village. The data collected will be analyzed to identify the economic factors that most influence online purchase decisions. The results of this study are expected to make a real contribution to increasing the participation of village communities in the digital economy, as well as assisting policymakers in creating an environment conducive to sustainable economic growth.

Thus, this study seeks to provide a comprehensive picture of the influence of the economic environment on consumer behavior in the digital era, especially in the context of rural communities. The results of this research are not only expected to add to the scientific literature, but also provide practical recommendations that are useful for various parties in optimizing the potential of the digital economy in Kemantrenrejo Village.

LITERATURE RIVIEW

Economic Environment

The economic environment is the conditions and factors that affect economic activities and people's consumption behavior in an area. The economic environment encompasses a wide range of aspects that interact with each other and can influence the well-being and economic decisions of individuals and communities. In the context of

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Kemantrenrejo Village, the economic environment can be described through several main components as follows:

1. Household Income:

Household income is one of the main indicators in the economic environment. Income levels affect people's purchasing power, their ability to access goods and services, and determine consumption patterns. In Kemantrenrejo Village, variations in income levels between households can influence the decision to make online purchases.

2. Education Level:

Education plays an important role in the economic environment because it is related to the knowledge and skills possessed by the community. Higher levels of education are usually associated with the ability to utilize information and communication technology more effectively, including dalam melakukan pembelian online. Education can also influence awareness of the advantages and risks of online transactions.

3. Access to Technology and the Internet:

The availability and quality of access to information technology, especially the internet, is very important in supporting digital economic activities. In Kemantrenrejo Village, the existence of a stable and affordable internet network is a determining factor in people's decision to shop online. Limited or expensive access can be a significant barrier.

4. Supporting Infrastructure:

Physical infrastructure such as roads, transportation, and shipping facilities are also important components of the economic environment. Good infrastructure facilitates the distribution of goods and services, allowing for the fast and efficient delivery of goods purchased online. In Kemantrenrejo Village, the condition of local infrastructure can affect the reliability and cost of shipping goods.

5. Market Conditions and Product Availability:

The economic environment is also affected by local market conditions and product availability. The existence of local or regional online stores that provide products that are relevant and needed by the people of Kemantrenrejo Village will affect their decision to shop online.

Entrepreneurial Knowledge

According to Nurbaya and Moerdiyanto (2012, p. 10). Entrepreneurial knowledge is defined as follows: Entrepreneurial knowledge is the science, art and behavior, nature, characteristics, and disposition of a person who creatively embodies innovative ideas into

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the real world. Thinking something new (creativity) and acting to do something new (innovation) to create added value in order to be able to compete with the aim of creating individual prosperity and community. The work of entrepreneurs built sustainably, institutionalized so that it will run effectively in the hands of others.

Studying entrepreneurship, for students in addition to gaining entrepreneurial knowledge, they will also gain knowledge about the value of entrepreneurship, this is in accordance with the opinion of Hasan (1996, p. 248) stating "if a discipline is taught to a person or a group of students, even if it is not explicitly stated, goals related to values are one of the goals of the discipline's education". Based on this opinion, in entrepreneurship learning, students will gain entrepreneurial knowledge and knowledge of entrepreneurial values. In his study, Jones et all (2008) found "A quarter of all respondents stated that entrepreneurial careers are obtained through the aspect of value"

Online Purchase Decision

The online purchase decision is a process carried out by consumers when deciding to buy a product or service through a digital platform. This process involves several stages that are influenced by certain factors that are unique in the online context. Here is a detailed description of the online purchase decision:

1. Recognition of Needs: The process begins with the recognition of a need or problem that prompts the consumer to seek a solution. These needs can arise from functional needs (e.g., the need for clothing or electronics) or emotional needs (e.g., a desire for luxury goods or unique experiences).
2. Information Search: After acknowledging the need, consumers look for information about products or services that can meet those needs. In the digital age, information searches are usually done through search engines, e-commerce sites, social media, customer reviews, and discussion forums. The information sought includes product specifications, price, user reviews, seller reputation, and stock availability.
3. Evaluate Alternatives: Consumers then evaluate the various alternatives available based on the information that has been gathered. Evaluation process It includes a comparison of features, price, quality, brand, and benefits from various products or services. On online platforms, product comparison tools, search filters, and product recommendations are often used to help with this process.
4. Purchase Decision: After evaluating alternatives, consumers make a final decision to purchase a particular product or service. This decision can be influenced by

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various factors such as discounts, special offers, shipping costs, return policies, and trust in the seller or e-commerce platform. The ease of website navigation, user experience, and secure payment methods also influence purchase decisions.

5. Purchase Action: Purchase actions include concrete steps in making a purchase, such as adding products to the shopping cart, entering shipping information, selecting a payment method, and completing the transaction. This process should be easy and intuitive to prevent consumers from abandoning the shopping cart before completing the purchase.

RESEARCH METHODS

To achieve a scientific truth, it is necessary to have a scientific research method in accordance with the goals to be achieved in the research. In this study, a quantitative method is used where this study emphasizes the analysis of numeric data which is then processed by statistical methods. According to Sugiyono (2017:08) quantitative research is a research method based on the philosophy of positivism, used To research on a specific population or sample, data collection uses research instruments, data analysis is quantitative/statistical, with the aim of testing the hypothesis that has been determined.

This study is causal associative which aims to determine the influence of two or more independent variables on the bound variable, where to find the influence of the independent variable (X1) Economic Environment and Entrepreneurial Knowledge (X2) on the bound variable of online purchase decision (Y).

1. Population

According to Sugiyono (2017:80), population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then conclusions are drawn. The population in this study is

The population in this study is the community of Kementenrejo Pasuruan village

Table 1 Data Response

NO	Dusun	SUM
1.	Jambon	32
2	Kemantren	21
3	Tanjung	25
4	Trimo	28
5	Mbedodo	26

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	SUM	132

(Source: Raw Data Processed by Researchers, 2023)

According to Sugiyono (2017:81) "Samples are part of the number and characteristics possessed by the population". Although the sample is only a part of the population, the realities obtained from the sample must be able to describe in the population.

The sampling technique used in this study is Proportional Random Sampling, the determination of the researcher's sample members takes representatives from each group in the population , the number of which is adjusted to the number of subject members in each group (Suharsimi Arikunto, 2010).

Sample

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Furthermore, to obtain a sample that can describe the population, the determination of the sample uses the slovin formula:

$$n = \frac{N}{1+N(e)^2}$$

Information

n = Sample size/number of respondents

N = Population size

e = Percentage of tolerance for sampling error that is still tolerable; e=0,1

In the Slovin formula there are the following provisions:

Nilai e = 0,1 (10%) untuk populasi dalam jumlah besar

Value e = 0.2 (20%) for a small population

So the range of samples that can be taken from the Slovin technique is between 10% - 20% of the study population. The number of population in this study is as many as

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132 respoden, so the percentage of flexibility in the sampling accuracy used is 10% and the calculation results can be rounded to achieve suitability. So to find out the research sample, with the following calculations:

$$n = \frac{132}{1+132\ (10\%)^2}$$

$$n = \frac{132}{2{,}32}$$

$$n = 56{,}8$$

Based on the calculation above, the sample that became respondents in this study was adjusted to as many as 57 people from all respondents

Data Collection

Questionnaire

According to Sugiyono (2017:142), a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. In this study, the type of questionnaire used is a closed questionnaire where questions and answers have been provided by the researcher. The measurement scale used is the Likert scale. The questionnaire method was used to obtain data on the Family Environment. Entrepreneurial Knowledge and Entrepreneurial Interest

Data Analysis

Data analysis is one of the research activities in the form of a data preparation and management process to interpret the data that has been obtained, according to Sugiyono (2017). Data analysis is an activity after data from all respondents or other data sources is collected. Data obtained tersebut can be analyzed using statistical methods. For more details, please see the following description:

Descriptive Assumption Test

Descriptive analysis aims to provide an overview of the object being studied through sample or population data without conducting analysis and making conclusions that apply to the general public. Descriptive statistical analysis includes modes, mean, standard deviation, maximum value, minimum value, and. The data presentation in this descriptive analysis uses frequency distributions, bar and circle charts.

B. Classical Assumption Test

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The classical assumption test is a statistical requirement that must be carried out in the analysis of multiple linear regression based on ordinary lest square. In OLS, there is only one dependent variable, while for independent variables there is more than one. According to Ghozali (2018:159), to determine the accuracy of the model, it is necessary to test several classical assumptions, namely, normality test, linearity test, multicollinearity test, heteroscodasticity test, and autocorrelation test.

Normality Test

The Normality Test was used to test whether the regression model in this study had a normally distributed residual or not. A good indicator of a regression model is to have normally distributed data. The way to detect whether the residue is normally distributed or not can be done with the Kolmogorov-Smirnov (K-S) non-parametric statistical test contained in the SPSS program. The distribution of data can be said to be normal if the significance value > 0.05 (Ghozali, 2018:161-167). Detecting whether the distributed data is normal or not can also be done with a more reliable method, namely by looking at the Normal Probability Plot. A good regression model is normally distributed data, yaitu dengan mendeteksi dan melihat penyebaran data (titik) pada sumbu diagonal grafik.

Linearity Test

The linearity test is used to find out whether each of the free variables and the bound variable has a linear relationship or not. In this study, statistical calculations for linearity were performed using the SPSS application. To find out whether the relationship between free and bound variables is linear or not, it can be seen from the ANOVA Table test results F for the Deviation from linearity row. If the price of the sig is less than 5%, the relationship is not linear, while if the value of the sig is greater than or equal to 5%, the relationship is linear (Ali Muhson, 2012).

Multicollinearity Test

The Multicollinearity Test is used to test whether a research regression model has a correlation between independent (free) variables. A good regression model is one in which no correlation occurs between independent variables and is free from symptoms of multicollinearity. Knowing whether or not there are symptoms of multicollinearity is by looking at the magnitude of the VIF (Variance Inflation Factor) value and also the Tolerance value. Tolerance measures the variability of selected variables that are not

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explained by other independent variables. The values used to indicate the presence of multicollinearity symptoms are VIF values < 10.00 and Tolerance values > 0.10 (Ghozali, 2018:107).

Heteroscedasticity Test

The Heteroscedasticity test aims to test whether in the regression model there is an unevenness in variance from the residual of one observation to another observation (Ghozali, 2018:120). Heteroscedasticity testing can be done by looking at the scatterplot graph between SRESID and ZPRED, namely the presence or absence of certain patterns. The basis for the decision is as follows:

a. If there is a certain pattern, such as the existing dots form a certain pattern that is regular (wavy, widening then narrowing, maka indicates that heteroscedasticity has occurred).
b. If there is no clear pattern, and the dots spread above and below the number 0 on the Y axis, then there is no heteroscedasticity (Ghozali, 2018:137-138).

As a way to strengthen the scatterplot test, there is another way, namely by testing the park test. That is, if the independent variable has a significance value exceeding 0.05, it can be concluded that there are no heteroscedasticity symptoms in the regression model of this study.

Uji Autokorelasi

The Autocorrelation Test is the relationship between the residuals of one observation and the residual of another observation (Winarno, 2015). According to Ghozali (2018:111), the autocorrelation test aims to test whether in the liner regression model there is a correlation between the perturbrillator error in the t-period and the perturbrillator error in the t-1 period (previously).

Multiple Linear Regression Analysis

In this study, the data analysis technique uses multiple linear regression, which is an analysis technique to determine the influence of independent variables on dependent variables. The models in this study are:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \ldots.. \beta_n X_n$$

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Information:
Y = Variabel Depend
α = Constable of the Koefis
β = Coefiesien regression of each variable
X = Independent Variable

hypothesis test

The hypothesis test in this study has two stages, namely, partial test (t-test) and simultaneous test (t-test) as follows:

Pre-Test (t-Test)

The t-test is used to determine the influence of each independent variable on the dependent variable individually (partially). The t-test can be done by comparing t-count with t-table (Ghozali, 2018:78). At a significant level of 5% with the following examiner criteria used:

1. If the value of sig. > an alpha rating of 5% → H0 is accepted, and H1 is rejected
2. If the value of sig. < an alpha level of 5% → H1 is accepted, and H0 is rejected

Simultaneous Test (Test F)

The F test is used to show whether all the independent variables included in the model have a joint effect on the dependent variables. According to Ghozali (2018:79), the test can be carried out by comparing the F value of the calculation with the F table at a significant level of < 5% with the following examiner criteria:

1. If the value of sig. > an alpha rating of 5% → H0 accepted and H1 rejected
2. If the value of sig. < alpha rating of 5% → H1 accepted and H0 rejected

RESULT

Family Environment Variable (X1)

In the family environment variable, there are four indicators which are then composed of 8 statements. Data on the family environment has been successfully collected as many as 57 samples from respondents, and measured based on a score range of 1 to 4.

Based on the descriptive, the range, maximum, minimum, mean, and standard deviation of time management can be described as follows:

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Tabel 2 Descriptive Analysis of Family Environment

Variable	Types of Analysis Results	Total Value
Family Ward (x1)	Range	10
	Maximum Value	32
	Lowest Score (Minimum)	22
	Rata-Rata (Mean)	27,70
	Standard Deviation	2,784

Source: processed by the researcher using the SPSS 25 Program

Entrepreneurial Knowledge Variable (X2)

In the variable of entrepreneurial knowledge, there are 4 indicators which are then composed of 8 statements. Data on entrepreneurial knowledge has been successfully collected as many as 57 samples from respondents, and measured based on a score range of 1 to 4.

Based on the descriptive, the range, maximum, minimum, mean, and standard deviation of time management can be described as follows:

Table 4 Descriptive Analysis of Entrepreneurial Knowledge

Variable	Types of Analysis Results	Total Value
Entrepreneurial Knowledge (x2)	Range	9
	Maximum Value	32
	Lowest Score (Minimum)	23
	Rata-Rata (Mean)	28,33
	Standard Deviation	2,773

Source: processed by the researcher using the SPSS 25 Program

Entrepreneurial Interest Variable (Y)

In the entrepreneurial interest variable, there are 3 indicators which are then composed into 6 statements. Data on entrepreneurial interest has been successfully collected as many as 57 samples from respondents and measured based on a score range of 1 to 4.

Based on the descriptive, the range, maximum, minimum, mean, and standard deviation of time management can be described as follows:

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Table 5 Descriptive Analysis of Entrepreneurial Interest

Variable	Types of Analysis Results	Total Value
Online Purchase Decision (Y)	Range	8
	Maximum Value	24
	Lowest Score (Minimum)	16
	Rata-Rata (Mean)	20,74
	Standard Deviation	2,303

Source: processed by the researcher using the SPSS 25 Program

From table 5 above about the entrepreneurial interest of 57 students of Universitas PGRI Wiranegara Class of 2019, the highest score of 24 and the lowest score of 16 were obtained.

Based on data collection through questionnaires, it can be seen that the entrepreneurial interest of Universitas PGRI Wiranegara students Class of 2019 is as follows:

Tabel 6 Variable Frequency

Results of the Variable Frequency Distribution Test of Entrepreneurial Interest No.	SS		S		TS		STS		Total	
	F	F%	F	F%	F	F%	F	F%	F	F%
1.	27	47%	26	46%	4	7%			57	100%
2.	30	53%	26	46%	1	2%	-	-	57	100%
3.	31	54%	26	46%	-	-	-	-	57	100%
4.	26	46%	30	53%	1	2%	-	-	57	100%
5.	27	47%	29	51%	1	2%	-	-	57	100%
6.	25	44%	29	51%	3	5%	-	-	57	100%
Total	166	-	166	-	10	-	-	-	-	-

From table 6 with the number of statements as many as 6 items and the number of respondents as many as 57 students with a frequency level of 100%, it shows that the sample in the study has answered all the question instruments provided by the

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researcher. Then to clarify the data dari seluruh item pernyataan pada variabel minat berwirausaha (Y) maka akan dijelaskan dengan menggunakan rumus sebagai berikut:

$$\sum \text{N} = \text{N} \times \text{Jumlah Item Pernyataan}$$

$$f(\%) = \frac{\Sigma \text{F}}{\Sigma \text{N}} \times 100$$

$$\text{F} = \text{f}\ (\%)\ \text{x}\ \text{N}$$

Table 7 Frequency Distribution of Entrepreneurial Interest

No.		Klasifikasi	Frequency	Presented
1.		Strongly Agree	27	48,5%
2.		Agree	28	48,5%
3.		Disagree	2	2,9%
4.		Strongly disagree	0	0%
	Total		57	100%

Source: processed by Researcher 2023

DISCUSSION

In this discussion, we will discuss the influence of the family environment and entrepreneurial knowledge on the entrepreneurial interest of students of PGRI Wiranegara University Pasuruan.

The Influence of the Family Environment on the Online Purchase Decision of the Ministry of Environment

The results of the analysis showed that there was no influence of the family environment on the results of the Online Purchase Decision, in the t-test showed a significant value of 0.093 > 0.05, and the t-count value of 1.711 < t-table 2.021. So that it can be interpreted that there is no influence of the family environment on the Online Purchase Decision of the Ministry of Agriculture.

The results of this study are in line with the research of Ika Indriyani, Subowo (2019) which stated that the family environment has no direct effect on entrepreneurial interest with a significance value of 0.843 > 0.05

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The Influence of Entrepreneurial Knowledge on the Online Purchase Decision of the Ministry of Agriculture, Environment and Environment

The results of the analysis showed that there was a significant influence of entrepreneurial knowledge on entrepreneurial interest, in the t-test showed a significant value of 0.011 < 0.05, and a t-count value of 2.264 > t-table 2.021 so that it can be interpreted that there is a partial influence of entrepreneurial knowledge on the entrepreneurial interest of students of Universitas PGRI Wiranegara Pasuruan.

The results of this study are in line with the research of Qurratul Aini, Farah Oktafani (2020) which stated that there was a significant positive influence between entrepreneurial knowledge on students' entrepreneurial interest with a significance level value of 0.023 < 0.05. This means that the family environment has a positive and significant effect on students' interest in entrepreneurship. This is in line with the theory of According to Hendro (2011:29) which states that the factors that affect the desire to be entrepreneurial include the knowledge factor.

The Simultaneous Influence of Family Environment and Entrepreneurial Knowledge on the Online Purchase Decision of the Kemantrenrejo Community

Based on the results of the F test, a significant value (Sig.) of 0.000 < 0.05 and F calculated 20.661 > from 3.16, meaning that H1 was accepted and H0 was rejected. Therefore, it can be concluded that there is an influence of the family environment and entrepreneurial knowledge simultaneously on the Online Purchase Decision of the Kemantrenrejo Community.

Ika Indriyani, Subowo (2019) from the results of her research stated that there is an indirect influence of entrepreneurial knowledge and family environment to the interest in entrepreneurship through self-efficacy. Likewise Qurratul Aini, Farah Oktafani (2020) from the results of her research stated that there is a positive and significant impact between entrepreneurial knowledge, entrepreneurial motivation, and the family environment, both simultaneously and partly on entrepreneurial interests.

In the summary model table, the result of the value R square = 0.434. This shows that the interest in entrepreneurship is influenced by 43.4% by the variables of family environment and entrepreneurial knowledge, while the rest (100% - 43.4% = 56.6%) is influenced by other causes.

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CONCLUSION

Based on the formulation of the problem in this study, the following conclusions can be drawn:

1. There was no significant partial influence of the family environment on the interest in entrepreneurship at PGRI Wiranegara University
2. There is a positive and partially significant influence of entrepreneurial knowledge on the entrepreneurial interest of students of PGRI Wiranegara University
3. There is an influence of the family environment and entrepreneurial knowledge simultaneously on the entrepreneurial interest of PGRI Wiranegara University students

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