

Pengaruh Pemanfaatan Internet Untuk Promosi Dan Penjualan Terhadap Pendapatan Pemilik Usaha = The Effect of Using the Internet for Promotion and Sales on Business Owner Income

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Abstrak

Penelitian ini mencoba menganalisis pengaruh internet terhadap pendapatan pada pemilik usaha di Indonesia. Penelitian ini menggunakan data pooled cross section yaitu SAKERNAS Agustus 2018-2021. Model yang digunakan adalah Instrumental Variabel (IV) dengan Two-Stage Least Square (2SLS). Hasil estimasi first stage menunjukkan bahwa jumlah Base Transceiver Station (BTS) per Kabupaten berpengaruh positif pada tingkat pemakaian internet. Selanjutnya hasil estimasi second stage menunjukkan bahwa pemakaian internet berpengaruh positif pada pendapatan pemilik usaha. Terdapat perbedaan pemakaian internet (promosi, komunikasi, transaksi, penjualan via email dan sosial media, serta penjualan via web/market place) terhadap pendapatan pemilik usaha. Selain itu, ditemukan bahwa transmisi internet lebih besar pengaruhnya untuk kegiatan usaha pada promosi dan transaksi daripada komunikasi.

.....This study tries to analyze the effect of the internet on income for business owners in Indonesia. This study uses pooled cross section data, namely SAKERNAS August 2018-2021. The model used is Instrumental Variabel (IV) with Two-Stage Least Square (2SLS). The results of the first stage estimation show that the number of Base Transceiver Stations (BTS) per Regency has a positive effect on the level of internet usage. Furthermore, the results of the second stage estimation show that internet usage has a positive effect on the income of business owners. There are differences in the use of the internet (promotion, communication, transactions, sales via email and social media, as well as sales via the web/marketplace) to the income of business owners. In addition, it was found that internet transmission has greater effect on business activities in promotions and transactions than communication.