

# **The Performance of Fashion Entrepreneurs in Bandung City with Gender as Moderating Variable**

**Lasmy**

Management Program, BINUS Business School Undergraduate Program  
Bina Nusantara University  
Indonesia  
lasmy@binus.edu

## **Abstract**

The purpose of the study was to determine the effect of e-commerce adoption and entrepreneurial competence on fashion entrepreneur's performance in Bandung city with gender as a moderating variable. The research method used in this research is quantitative. The sampling technique used a questionnaire that was distributed to fashion entrepreneurs in the Bandung who had used e-commerce and got 119 respondents. The results of the questionnaire obtained will be analyzed and processed with the help of SPSS 25. The results of this study indicate that the adoption of e-commerce and entrepreneurial competence have a significant effect on business performance with gender as moderating.

## **Keywords**

Entrepreneurial, E-commerce, Entrepreneurial Competence, Business Performance, Gender

## **1. Introduction**

The Covid-19 pandemic has had many impacts on various sectors, especially the economic sector. In Indonesia, the Central Statistics Agency (BPS) stated that Indonesia's gross domestic product (GDP) was minus 2.07 percent in 2020. This decline in GDP was caused by limited economic activity due to the Covid-19 pandemic (Kemenkeu.go.id, 2021). The International Labor Organization (ILO) conducted a survey on the impact of the Covid-19 pandemic on 571 micro, small and medium enterprises (MSMEs), the survey results showed that 70% of MSMEs experienced production stops due to the Covid-19 pandemic (Katadata.id, 2020). The Minister of Cooperatives and MSMEs stated that the Covid-19 pandemic had a major impact on the sustainability of MSMEs (bisnis.com, 2022). To overcome the problem of the Covid-19 pandemic, the government imposed a new normal, the World Health Organization WHO has also provided a scenario for implementing a new normal in the midst of the Covid-19 pandemic (Nur'aeni & Khoeriah, 2019). According to (Nuramdani, 2020) the new normal is an effort to prepare to be able to do activities outside the home optimally, therefore the community must be able to adapt in undergoing new behavior changes, this lifestyle change must of course be carried out together by implementing health protocols as a form of prevention. the spread and spread of Covid-19. Entrepreneurs need adaptation in order to survive in the new normal of the Covid 19 pandemic. The new normal requires businesspeople to change their way of doing business from conventional to online, business in the pandemic era and the new normal will be successful if it is based on optimizing technology (Widyamataram, 2020).

The rapid development of technology in recent years has had an impact on various sectors, including the entrepreneurial sector. During this Covid-19 pandemic, business actors need to take advantage of existing technology to run and develop their business, such as adopting e-commerce (Arianto, 2020). The quality and quantity of entrepreneurs soared along with the ease of accessing the internet. Many business actors who initially sold with conventional systems, are now starting to switch online (Maulidasari & Damrus, 2020). According to BPS data, 71.18 percent of 16,227 e-commerce businesses have made sales via the internet in the period 2017 to 2020, while 26.90 percent have started selling online from 2010 to 2016 and 1.92 percent of businesses have started selling online before 2010 (BPS, 2020). The current digital era encourages entrepreneurial activities to open obstacles easily through the various advantages and conveniences that are obtained. The Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) in 2017 launched as many as 3.79 million micro, small and medium enterprises that have used online platforms to market their products. This number is around 8 percent of the total

entrepreneurs in Indonesia, which is 59.2 million (Kominfo, 2017).

According to (Lipi.go.id, 2020) during the Covid-19 pandemic 94.69% of businesses experienced a decline in sales, this data is reinforced by research (Nizar & Sholeh, 2021) during the Covid-19 pandemic many MSMEs were affected by the decline in sales, one of which was in Bandung City. According to (Lengkong et al., 2020) who said that this pandemic has disrupted business performance, especially those engaged in the trade, transportation, and tourism sectors. The social distancing policy which was later changed to physical distancing and working from or at home had an impact on decreasing business performance. Increasingly complex business competition followed by rapid technological developments makes business actors must be able to utilize and develop their competencies in order to have a positive impact on business performance (Trihudyatmanto & Purwanto, 2018). High competence of human resources supported by the ability and willingness to do their work effectively can support the improvement of business performance (Muthoharoh, 2021). A business that is able to compete in competence is a business that is able to incorporate technology into its business, one type of technology implementation in terms of increasing business competition is to use e-commerce and coupled with the knowledge capabilities, capabilities and e-commerce opportunities created for the community. general public (Muhammad Ilham Imaddudin, 2019), in the research conducted (Ningtyas & Sunarko, 2018) and (Hanum & Sinarasri, 2019) concluded that E-Commerce has a positive and significant influence on improving business performance, business performance is also influenced by entrepreneurial competence (Muhammad Ilham Imaddudin, 2019).

The object of this research is fashion entrepreneurs in the city of Bandung, according to (Deputy for Infrastructure of the Indonesian Creative Economy Agency, 2018) the city of Bandung has 23,550 fashion entrepreneurs, this number is the second largest number of creative economies in the city of Bandung. Researchers chose this object because the city of Bandung, which is one of the big cities in Indonesia and is also known as an image fashion icon or as Paris Van Java, also helps boost both foreign and domestic tourists in the development of the fashion industry in the city of Bandung. This city is also known as a fashion city that attracts tourists to visit this city. The city of Bandung is one of the cities of art in Indonesia that is able to develop the world of fashion. Bandung is a city that is well-known as a city with huge creative industry potential, especially the fashion world, besides that the fashion industry is the largest contributor to GDP in 2017 in the city of Bandung (Supriatin, 2019). In this study the researchers focused on fashion entrepreneurs who already use e-commerce (shopee, tokopedia, lazada, etc.) in their business activities.

## 1.1 Objectives

Based on the description above, it is very interesting to conduct research on the effect of e-commerce adoption and entrepreneurial competence on the business performance of fashion entrepreneurs in the city of Bandung, researchers also add gender as a moderating variable to determine whether gender affects e-commerce adoption and entrepreneurial competence on business performance. , the phenomenon of gender in entrepreneurship has received a lot of attention, especially its role in entrepreneurship (Inneke Setiawan et al., 2020). This is because the roles of women and men were previously perceived specifically, where the role of women as housewives and the role of men as breadwinners has now shifted where both share roles together (van der Vleuten et al., 2016). And supported by the decline in the gender inequality index in Indonesia which decreased by 0.9% in 2017 (Kemenpppa, 2018). This study will examine the causal factors by testing the relationship between variables.

## 2. Literature Review

### 2.1 E-commerce Adoption

According to (Agustina, 2019) E-commerce adoption is the decision of MSME owners and top managers to fully use new ideas in the form of e-commerce as the best way to act. Pinky (Agustina, 2019) states that the adoption of e-commerce is a form of information technology that can be applied by MSMEs to develop their business. In this study using indicators according to (Agustina, 2019) are organizational Readiness, readiness of companies that have adopted e-commerce to assess how ready the company as a whole is due to a new idea and technology; external Push, includes influences that arise from several sources in the competitive environment around companies that have adopted e-commerce; and attitude towards the use of technology, evaluation of users who have adopted e-commerce about their interest in using e-commerce technology.

### 2.2 Entrepreneurial Competence

Competence according to (Trihudyatmanto, 2019) is a term that comes from English, namely competence which if

interpreted directly into Indonesian is skill, ability and authority. When applied to entrepreneurship, competence can be interpreted as a combination of knowledge, skills and personality that can improve entrepreneurial performance so that they are able to contribute to success for themselves and others. (NURCAHYA, 2019) revealed that entrepreneurial competence is a fundamental characteristic of a person that influences the way of thinking and acting to produce good business performance. In this study using indicators according to (Muhammad Ilham Imaddudin, 2019) are have the initiative in helping colleagues; have friendliness and courtesy in carrying out work; seriously respond to any customer complaints; have knowledge that supports work; have the will to increase knowledge and have broad knowledge; have technical expertise in accordance with the field of work handled; have the ability to identify problems; and have the ability to find solutions to problems encountered.

### 2.3 Gender

Gender is everything that is associated with sex, including roles, behavior preferences and other attributes that explain male or female in certain cultures (Ramadhani, 2019). Gender is a set of roles, behaviors, activities or traits that are considered appropriate for men and women. Gender applies to roles that are constructed by citizens and learned behaviors and related expectations in women as well as in men (syahran, et al., 2020). The phenomenon of gender equality has become a global issue, especially the role of women in entrepreneurship. In Indonesia, currently women have started entrepreneurship independently, both to help the family economy and indeed have the motivation to be entrepreneurship. When women in selling or trading can make a profit, it means that women have pioneered to become entrepreneurs. This means that women also have the ability to be entrepreneurs (Hidayat & Alliyah, 2021).

### 2.4 Business Performance

According to (Ziana Asyifa, Muhammad Rakib, 2019) performance is a result of work achieved by a person or organization in carrying out the tasks assigned to him based on skills, experience and sincerity and time. (Fitrianingsih, 2019) said that business performance is a function of the results of existing activities in a company that are influenced by internal and external factors in achieving the goals set for a certain period of time. According to (Muhammad Ilham Imaddudin, 2019) performance is a multidimensional contract that includes many factors that influence it. Factors that influence business performance such as: personal/individual factors, leadership factors, team factors, system factors and contextual factors. In this study using indicators according to (Fibriyani & Mufidah, 2018) are product quantity increase; profit increase; Capital increase; Customer upgrade; conformity of goals and targets; and business development.

## 3. Methods

The research method used in researching the effect of e-commerce adoption, entrepreneurial competence on business performance of fashion entrepreneurs in the city of Bandung with gender as a moderating variable uses quantitative methods, the sampling technique used was purposive sampling, the unit of analysis that will be used is the individual, namely the fashion entrepreneur, the time horizon used in this study is cross-sectional, data collection method using questionnaires and literature study and measurement of data using a likert scale.

## 4. Data Collection

Data collection was done by distributing online questionnaires to respondents, fashion entrepreneurs in Bandung City who were already using e-commerce. The data collected is 119. This number exceeds the minimum limit for the sample calculation using the Slovin formula, which is 100 respondents.

## 5. Results and Discussion

From the results of data analysis that has been carried out, it can be concluded as follows:

1. The e-commerce adoption variable (X1) has a positive and significant effect on business performance (Z) with an R Square value of 0.411 or 41.1% which means that if the e-commerce adoption variable increases, business performance will also increase, and vice versa if the adoption of e-commerce If e-commerce declines, business performance can also decrease. This is also supported by the significant level value of 0.000 which is smaller than the value of 0.10 or 10%.
2. The entrepreneurial competence variable (X2) also has a positive and significant effect on business performance (Z) with an R Square value of 0.645 or 64.5% which means that if the entrepreneurial competency

variable increases, business performance will also increase, and vice versa if entrepreneurial competence decreases then the performance effort may also decrease. This is also supported by the significant level value of 0.000 which is smaller than the value of 0.10 or 10%.

3. The e-commerce adoption variable (X1) has a positive and insignificant effect on business performance (Z) moderated by the gender variable (Y) with an R Square value of 0.014 or 1.4% which means that the gender variable does not affect the e-commerce adoption variable on business performance. This is also supported by the significant level value of 0.206 which is greater than the value of 0.10 or 10%.
4. The entrepreneurial competence variable (X2) also has a positive and significant effect on business performance (Z) moderated by the gender variable (Y) with an R Square value of 0.028 or 2.8% which means that the gender variable affects the entrepreneurial competency variable on business performance. This is also supported by the significant level value of 0.067 which is smaller than the value of 0.10 or 10%.
5. Simultaneous test results in this study using multiple linear regression analysis which show the results that the significant value is 0.000 which is smaller than the value of 0.10 or 10% which means that the independent variables such as e-commerce adoption variables (X1) and e-commerce adoption. commerce (X2) has a positive and significant effect on business performance (Y) with an R Square value of 0.642 or 64.2%% while the remaining 35.8% is influenced by other factors. These results can be a reference for business owners to pay attention to these variables so that they can improve business performance to be more optimal

Variable	Variable relationship	Regression equation	Significant test F and T	Coefficients
X1 to Z	41,1%	$Y=10,050+1,280X1$	Significant	1,280
X2 to Z	64,5%	$Y=6,114+0,627X2$	Significant	0,627
X1 to Z moderated Y	1,4%	$Y=24,136+ 0,059Y$	Not significant	0,059
X2 to Z moderated Y	2,8%	$Y=23.758+0,33Y$	significant	0,33
X1 and X2 to Z	64,2%	$Y=4,838+0,345X1+0,639X2$	significant	0,345 0,639

## 6. Conclusion

From the results of the research conducted, the following conclusions can be drawn:

1. The adoption of e-commerce has a significant positive effect on business performance, if the adoption of e-commerce increases, the performance will also increase, which means that fashion entrepreneurs in the city of Bandung already have the ability to adopt e-commerce well.
2. Entrepreneurial competence has a significant positive effect on business performance, if entrepreneurial competence increases then performance will also increase, which means that fashion entrepreneurs in the city of Bandung already have good entrepreneurial competencies.
3. Adoption of e-commerce has no significant effect on business performance with gender as a moderating variable, which means that both men and women have the ability to adopt e-commerce.
4. Entrepreneurial competence has a significant effect on business performance with gender as a moderating variable, which means that men and women have different entrepreneurial competencies.
5. The adoption of e-commerce and entrepreneurial competence has a significant effect on business performance, which means that fashion entrepreneurs in the city of Bandung already have the ability to adopt e-commerce and good entrepreneurial competencies simultaneously
6. For further research, it is hoped that this research can be a guide that can help further research to dig deeper

into the potential of fashion entrepreneurs, further research can replace other entrepreneurs' objects and replace the area to be researched.

## References

- Adom, K., & Anambane, G. (2020). Understanding the role of culture and gender stereotypes in women entrepreneurship through the lens of the stereotype threat theory. *Journal of Entrepreneurship in Emerging Economies*, 12(1). <https://doi.org/10.1108/JEEE-07-2018-0070>
- Agustina, S. (2019). Pengaruh Adopsi E-Commerce Dan Orientasi Pasar Terhadap Kinerja Usaha (Studi Kasus Pada Sentra Industri Percetakan Di Pasar Ulekan Pagarsih Bandung) [universitas komputer indonesia]. <https://elibrary.unikom.ac.id/id/eprint/1825/>
- Arianto, B. (2020). Pengembangan UMKM Digital di Masa Pandemi Covid-19. *ATRABIS: Jurnal Administrasi Bisnis (e-Journal)*, 6(2), 233–247. <https://www.jurnal.plb.ac.id/index.php/atrabis/article/view/512>
- Arum, D. N. J., & Anie. (2012). Statistik deskriptif & regreslinierberg and adengansps.
- Aslam, S., Latif, M., & Aslam, M. W. (2013). Problems faced by women entrepreneurs and their impact on working efficiency of women in Pakistan. *Middle East Journal of Scientific Research*, 18(8), 1204–1215. <https://doi.org/10.5829/idosi.mejsr.2013.18.8.12406>
- Basit, A., Hassan, Z., & Sethumadhavan, S. (2020). Entrepreneurial Success: Key Challenges Faced by Malaysian Women Entrepreneurs in 21st Century. *International Journal of Business and Management*, 15(9). <https://doi.org/10.5539/ijbm.v15n9p122>
- bisnis.com. (2022). 47 Persen UMKM Bangkrut Akibat Pandemi Corona. *Tempo.Co*. <https://bisnis.tempo.co/read/1344540/47-persen-umkm-bangkrut-akibat-pandemi-corona>
- BPS. (2020). Statistik E-Commerce 2020. In Badan Pusat Statistik. <http://marefateadyan.nashriyat.ir/node/150>
- Budijati, W. (2013). Skala pengukuran dan jumlah respon skala likert. *Jurnal Ilmu Pertanian Dan Perikanan*, 2(2), 127–133.
- Cooper dan Schindler. (2014). *Bussiners Research Method (Issue 2014)*. Mcgraw.
- Deputi Infrastruktur Badan Ekonomi Kreatif Indonesia. (2018). *Infografis Kota Bandung*. 1. [http://semarangkota.go.id/p/33/profil\\_kota](http://semarangkota.go.id/p/33/profil_kota)
- Fadillah, H. (2019). Pengaruh Tax Avoidance Terhadap Nilai Perusahaan Dengan Kepemilikan Institusional Sebagai Variabel Moderasi. *JIAFE (Jurnal Ilmiah Akuntansi Fakultas Ekonomi)*, 4(1), 117–134. <https://doi.org/10.34204/jiafe.v4i1.1082>
- Fathimah, V. (2019). Determinan Adopsi E-Commerce dan Dampaknya Pada Kinerja Usaha Mikro Kecil Menengah (UMKM). *Jurnal Riset Akuntansi Dan Keuangan*, 7(3), 445–464. <https://doi.org/10.17509/jrak.v7i3.18105>
- Fibriyani, V., & Mufidah, E. (2018). Pengaruh Faktor Eksternal Dan Internal Terhadap Kinerja Umkm Di Kota Pasuruan. *Jurnal Akuntansi*, 3(3), 873. <https://doi.org/10.30736/jpensi.v3i3.190>
- FITRIANINGSIH, V. (2019). Pengaruh Orientasi Kewirausahaan Dan Teknologi Informasi Terhadap Kinerja Usaha Pada Ukm Topi Desa Rahayu Bandung [Unikom]. <https://elibrary.unikom.ac.id/id/eprint/1877/>
- Ghozali, I. (2016). *APLIKASI ANALISIS MULTIVARIETE DENGAN PROGRAM IBM SPSS 23 (vii)*. BADAN PENERBIT UNIVERSITAS DIPONEGORO.
- Hanum, A. N., & Sinarasri, A. (2019). ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI ADOPSI E COMMERCE DAN PENGARUHNYA TERHADAP KINERJA UMKM (STUDI KASUS UMKM DI WILAYAH KOTA SEMARANG) [Universitas Muhammadiyah Semarang]. <https://core.ac.uk/display/234036712>
- Hartati, D. S., & Nurdin, D. I. (2019). *Metodologi Penelitian Sosial*.
- Hartono, H. H., Luhur, W. L., Sasmoko, S. S., Juli Setiadi, N. J. S., & Aziz Abdulah, A. A. A. (2019). Gender Stereotype Role in The Business Success of Women Entrepreneurs in Indonesia. *International Journal of Organizational Business Excellence*, 2(1). <https://doi.org/10.21512/ijbx.v2i1.342>
- Hasanah, N., Utomo, M. N., & Hamid, H. (2019). Hubungan Kompetensi Kewirausahaan Dan Kinerja Usaha: Studi Empiris UMKM Di Kota Tarakan. *Managment Insight: Jurnal Ilmiah Manajemen*, 13(2). <https://doi.org/10.33369/insight.13.2.27-38>
- Hidayat, R., & Alliyah, S. (2021). Hubungan Gender, Teknologi Informasi dan Kinerja UMKM Kopi. *Jurnal Akuntansi Dan Manajemen*, 18(01).
- Inneke Setiawan, F., Budi Siendra, K., & Wendy Ary, W. (2020). Pengaruh Variabel – Variabel Gender-Role Orientation Terhadap Intensi Berwirausaha. *Management and Sustainable Development Journal*, 2(2), 27–39. <https://doi.org/10.46229/msdj.v2i2.165>
- Janna, N. M. (2020). Konsep Uji Validitas dan Reliabilitas dengan Menggunakan SPSS. *Artikel : Sekolah Tinggi*

- Agama Islam (STAI) Darul Dakwah Wal-Irsyad (DDI) Kota Makassar, 18210047, 1–13.
- Jumiati, I. (2018). PENGARUH PENDIDIKAN KESEHATAN TERHADAP PENGETAHUAN DAN SIKAP BULLYING PADA SISWA DI SD NEGERI 01 NGESREP KECAMATAN BANYUMANIK KOTA SEMARANG [muhamadiyah semarang]. <http://repository.unimus.ac.id/2569/>
- Katadata.id. (2020). Survei ILO: 70% UMKM di Indonesia Setop Produksi Akibat Covid-19. Katadata.Id. <https://katadata.co.id/ekarina/berita/5ed7c7e8cbb2a/survei-ilo-70-umkm-di-indonesia-setop-produksi-akibat-covid-19>
- Kemenkeu.go.id. (2021). Pemerintah Terus Upayakan Pemulihan Ekonomi, namun Tetap Waspada terhadap Pandemi Covid. Kemenkeu.Go.Id.
- Kemenpppa. (2018). Pembangunan Manusia Berbasis Gender. 11(0), 41–44.
- Kerlinger, F. N. (2014). Asas-Asas Penelitian Behavioral. UGM Press.
- Kominfo. (2017). Kemenkop UKM: 3,79 Juta UMKM Sudah Go Online. Kominfo.Go.Id. [https://www.kominfo.go.id/content/detail/11526/kemenkop-ukm-379-juta-umkm-sudah-go-online/0/sorotan\\_media](https://www.kominfo.go.id/content/detail/11526/kemenkop-ukm-379-juta-umkm-sudah-go-online/0/sorotan_media)
- Kosasi, S. (2017). Analisis Kritis Adopsi E-Commerce Untuk Pasar Ekonomi Kreatif Melalui Kerangka Teknologi-Organisasi-Lingkungan. 8(9), 13–24.
- Kriyantono, R., & Sos, S. (2014). Teknik praktis riset komunikasi. Prenada Media.
- Krueger, N. F. (2007). E T & P What Lies Beneath ? The. *Entrepreneurship Theory and Practice*, 208, 123–139.
- Kusumaningtyas, aulia nova. (2019). analisis atovarstatin dalam plasma manusia dengan metode kromatografi cair kinerja ultra tinggi tandem spektrofotometer massa.
- Lengkong, J., Tumbel, T., & Mukuan, D. (2020). Dampak Pandemi Covid-19 Terhadap Kinerja Umk Beebeebless Collection Di Airmadidi Kabupaten Minahasa Utara. *Journal Administrasi Publik*, 42(8), 1689–1699.
- Liana, L. (2009). Penggunaan MRA dengan Spss untuk Menguji Pengaruh Variabel Moderating terhadap Hubungan antara Variabel Independen dan Variabel Dependen. *Jurnal Teknologi Informasi DINAMIK*, XIV(2), 90–97. <https://www.unisbank.ac.id/ojs/index.php/fti1/article/view/95/90>
- Lipi.go.id. (2020). Survei Kinerja UMKM di Masa Pandemi COVID19. Lipi. <http://lipi.go.id/berita/survei-kinerja-umkm-di-masa-pandemi-covid19/22071>
- Loscocco, K. A., Robinson, J., Hall, R. H., & Allen, J. K. (1991). Gender and Small Business Success: An Inquiry into Women's Relative Disadvantage\*. *Social Forces*, 70(1), 65–85. <https://doi.org/10.1093/sf/70.1.65>
- MacGregor, R., & Vrazalic, L. (2008). The role of gender in the perception of barriers to E-commerce adoption in SMEs: An Australian study. *Innovation and Knowledge Management in Business Globalization: Theory and Practice - Proceedings of the 10th International Business Information Management Association Conference*, 1–2.
- Maulidasari, C. D., & Damrus. (2020). Dampak Pemasaran Online Di Era Covid-19. *Jurnal Bisnis Dan Kajian Strategi Manajemen*, 4(2), 233–245.
- Muhammad Ilham Imaddudin. (2019). PENGARUH IMPLEMENTASI ELECTRONIC COMMERCE DAN KOMPETENSI TERHADAP KINERJA USAHA BISNIS ONLINE MAHASISWA (Survei pada Mahasiswa Universitas Pasundan Bandung) [pasundan]. <http://repository.unpas.ac.id/46274/>
- Muhammad, M. M. (2020). Transaksi E-Commerce Dalam Ekonomi Syariah. *El-Iqthisadi : Jurnal Hukum Ekonomi Syariah Fakultas Syariah Dan Hukum*, 2(1), 76. <https://doi.org/10.24252/el-iqthisadi.v2i1.14021>
- Muthoharoh, A. A. (2021). Pengaruh Kompetensi Sumber Daya Manusia Terhadap Kinerja. *Administrasi Bisnis*, 1–6. <https://ejournal.unsrat.ac.id/index.php/jab/article/view/12258/11837>
- Ningtyas, P. K., & Sunarko, B. (2018). ANALISIS FAKTOR YANG MEMPENGARUHI ADOPSI E-COMMERCE DAN PENGARUHNYA TERHADAP KINERJA UMKM. 95–107.
- Nizar, N. I., & Sholeh, A. N. (2021). Peran Ekonomi Digital Terhadap Ketahanan dan Pertumbuhan Ekonomi Selama Pandemi COVID-19. *Jurnal Madani: Ilmu Pengetahuan, Teknologi, Dan Humaniora*, 4(1), 87–99.
- Nur'aini, N., & Khoeriah, N. D. (2019). Menjadi Warga Negara yang Baik pada Masa Pandemi Covid-19: Perspektif Kenormalan Baru. *Jurnal Pancasila Dan Kewarganegaraan*, 4(1), 65–77. <https://doi.org/10.24269/jpk.v5.n2.2020>
- Nuramdani, M. (2020). New Normal: Definisi, Panduan, Penerapan Saat Pandemi COVID-19. *PT Media Kesehatan Indonesia*.
- NURCAHYA, D. R. (2019). Pengaruh Kompetensi Wirausaha Dan Jiwa Kewirausahaan Terhadap Keberhasilan Usaha (Studi Kasus Pada Pelaku Usaha di Kawasan Pengrajin Kaos Gg. Pesantren-Jamika Kota Bandung) [komputer indonesia]. <https://elibrary.unikom.ac.id/id/eprint/822/>
- Nyoman, N., & Yasa, K. (2017). Fakultas Ekonomi dan Bisnis Universitas Udayana , Bali , Indonesia Perkembangan perekonomian berjalan sangat pesat seiring perkembangan teknologi informasi yang semakin canggih serta tatanan perekonomian dunia yang semakin mengarah pada perdagangan bebas . 6(9), 4978–5004.

- Orser, B. J., & Riding, A. (2018). The influence of gender on the adoption of technology among SMEs. *International Journal of Entrepreneurship and Small Business*, 33(4). <https://doi.org/10.1504/IJESB.2018.090341>
- oswaldo, I. geordi. (2021, November). Lazada Seller Center, Fitur hingga Manfaat buat Penjual Online Baca artikel detikfinance, "Lazada Seller Center, Fitur hingga Manfaat buat Penjual Online" selengkapnya <https://finance.detik.com/berita-ekonomi-bisnis/d-5795368/lazada-seller-center-fitur-hi>. Detikfinance. <https://finance.detik.com/berita-ekonomi-bisnis/d-5795368/lazada-seller-center-fitur-hingga-manfaat-buat-penjual-online>
- Polancik, G. (2009). Empirical Research Method Poster.
- Ramadhani, G. P. (2019). Pengaruh Literasi Keuangan Dan Financial Capital Terhadap Kinerja Ukm Di Jawa Timur Dengan Gender Sebagai Variabel Moderasi [STIE Perbanas Surabaya.]. <http://eprints.perbanas.ac.id/5112/>
- Rohma, A. L. (2016). Sikap siswa non-muslim terhadap pembelajaran Pendidikan Agama Islam (PAI) di SMP Negeri 23 Semarang [walisongo]. <http://eprints.walisongo.ac.id/id/eprint/6119/>
- Saunders, M., Lewis, P., dan Thornhill, A. (2016). *Research Methods for Business Students* (7th ed.). Pearson.
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian*, Edisi 6 Buku 1.
- Shafer, S. M. (2018). Determining an optimal margin of error for supply chain audits. *Operations Management Research*, 11(1–2), 14–31. <https://doi.org/10.1007/s12063-018-0130-2>
- Shinnar, R. S., Giacomini, O., & Janssen, F. (2012). Entrepreneurial Perceptions and Intentions: The Role of Gender and Culture. *Entrepreneurship: Theory and Practice*, 36(3). <https://doi.org/10.1111/j.1540-6520.2012.00509.x>
- Sugiyono. (2017a). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. PT Alfabet.
- Sugiyono. (2017b). *Metode Penelitian Pendidikan Pendekatan Kombinasi*. In *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D*. Alfabeta.
- Supriatin, P. (2019). Pengaruh Citra Kota Bandung Sebagai Kota Fashion Terhadap Kepuasan Wisatawan Serta Dampaknya Pada Loyalitas Wisatawan Di .... 1, 1–9. <http://repository.upi.edu/id/eprint/45850>
- Syahrani, S., & Debiyani, R. (2020). Peran Gender dalam Niat Berwirausaha. *Jurnal Bisnis Dan Kewirausahaan*, 16(3), 237–242. <https://doi.org/10.31940/jbk.v16i3.2196>
- Tanjung, R., Hasibuan, R., & Sari, N. (2020). PENEMPATAN KERJA, KEAHLIAN (SKILL) KERJA, DAN KEPUASAN KERJA TERHADAP PENINGKATAN KINERJA KARYAWAN PT. METAL ELEKTRO PLATING PLACEMENT. *DIMENSI*, 9(2).
- Trihudyatmanto, M. (2019). Pengembangan Kompetensi Kewirausahaan Untuk Meningkatkan Keunggulan Bersaing UMKM (Studi Empirik Pada UMKM Pande Besi di Wonosobo). *Journal of Economic, Management, Accounting and Technology*, 2(1). <https://doi.org/10.32500/jematech.v2i1.397>
- Trihudyatmanto, M., & Purwanto, H. (2018). Pengaruh Motivasi, Kompetensi dan Orientasi Berwirausaha Terhadap Kinerja Usaha pada Sentra Ukm Pande Besi di Wonosobo. *Journal of Economic, Management, Accounting and Technology*, 1(1), 31–41. <https://doi.org/10.32500/jematech.v1i1.210>
- Uslay, C., Teach, R. D., & Schwartz, R. G. (2002). Promoting Entrepreneurship for Economic Development: A Cross-Cultural Analysis of Student Attitudes. *Journal of Research in Marketing and Entrepreneurship*, 4(2), 101–118. <https://doi.org/10.1108/14715200280001467>
- van der Vleuten, M., Jaspers, E., Maas, I., & van der Lippe, T. (2016). Boys' and girls' educational choices in secondary education. The role of gender ideology. *Educational Studies*, 42(2), 181–200. <https://doi.org/10.1080/03055698.2016.1160821>
- Wibowo, E. A. (2016). Pemanfaatan Teknologi E-Commerce Dalam Proses Bisnis. *Equilibria*, 1(1), 95–108.
- Widyamataram. (2020). Perlu Strategi Bisnis dalam Menghadapi Era New Normal. *Widyamataram.Ac.Id*. [http://new.widyamataram.ac.id/content/news/perlu-strategi-bisnis-dalam-menghadapi-era-new-normal#.YgeNr\\_kzBIW](http://new.widyamataram.ac.id/content/news/perlu-strategi-bisnis-dalam-menghadapi-era-new-normal#.YgeNr_kzBIW)
- Yanti, F. (2018). Pengaruh Penggunaan E-Commerce, Locus Of Control, dan Inovasi Terhadap Kinerja Bisnis pada Pelaku Bisnis Online Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Sumatera Utara. *Thesis Universitas Sumatera Utara*, 44–48.
- Yuliana, I. M. (2016). *Modul Regresi Linier Sederhana*. Fakultas Matematika Dan Ilmu Pengetahuan Alam Universitas Udayana, 1–10.
- YUNUS, A. (2017). IMPLEMENTASI E-COMMERCE DALAM MENINGKATKAN DAYA USAHA (STUDI PADA HOTEL SYAILENDRA JEPARA) [stain kudas]. <http://repository.iainkudas.ac.id/2061/>
- Ziana Asyifa, Muhammad Rakib, H. T. T. (2019). "PENGARUH KOMPETENSI KEWIRAUSAHAAN TERHADAP KINERJA USAHA (STUDI PADA USAHA MIKRO DI KECAMATAN MA'RANG KABUPATEN PANGKEP)." In Ziana Asyifa, Muhammad Rakib, H. Thamrin Tah (Vol. 53, Issue 9)

## **Biography**

**Lasmy** is a lecturer in the Management program, BINUS Business School Undergraduate Program, Bina Nusantara University. She is a doctorate in Management, has experience in the educational and non-educational industries as well as an entrepreneur. She has taught courses in Business Development, Entrepreneurship, and Innovation for Business and she has 32 Scopus indexed international papers.