

**THE EFFECT OF BUSINESS COMPETENCE, SOCIAL ENVIRONMENT AND DIGITAL MARKETING ON INTEREST IN STARTING A STARTUP BUSINESS WITH CREATIVITY AS INTERVENING VARIABLES IN SURABAYA STUDENT COOPERATIVES**

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**Abstrak:** *The Start Up business is a business that is currently in great demand by the public. There are many reasons that influence one of them is external and internal factors. Therefore, this study discusses the Effect of Business Competence, Business Environment and Digital Marketing on the Interest in Starting a Start Up Business with Creativity as an Intervening Variable. In this study using a quantitative approach. This type of research is inferential research. The population and sample in this study were members of the Surabaya student cooperative who were members of the AKMS as many as 100 members using saturated sampling techniques. The analysis technique used is Partial Least Square (PLS). The results in this study prove that digital marketing has no significant effect on creativity and interest in starting a start-up business, while the business environment and business competencies have a significant effect on creativity. The results also prove that business competence, business environment and creativity significantly influence the interest in starting a start-up business.*

**Keywords:** *business competence, business environment, digital marketing, creativity, interest in starting a start-up business.*

## PRELIMINARY

Technology and information are developing very quickly, indirectly we enjoy and feel in our daily lives, so many things are caused that affect several aspects of human life such as economic, social, cultural, educational, and fundamental factors, namely one's lifestyle. at the opening of the Indonesia Expo innovator event, M. Yasir said that Indonesia was able to produce 1,307 Start Ups in 2014-2019. The following is the world startup growth ranking data taken in 2017. Start-up businesses include entrepreneurship competence, social environment, digital marketing and creativity. These four are external and internal factors that influence a person in making a decision to start a Start Up business.

Start-up business and entrepreneurship are very closely related, without one's ability in

entrepreneurship, the Start-up business will also not be able to develop. because in addition to updating in terms of technology, the Start Up business must have a differentiating value from other businesses, so it can be said that the Start Up business is closely related to the entrepreneurial spirit of an entrepreneur. According to Robbins (2012; 156) "competence as knowledge, skills, abilities, or individual characteristics that directly affect job performance". The social environment is one of the factors that influence whether a business can survive or not, this is very much related to the competencies possessed by a person starting a new startup business.

The social environment is one of the factors that influence whether a business can survive or not, this is very closely related to the competencies possessed by a person starting a startup business.new. Because the strategy is

determined based on the environment that exists in the business area and a business will be able to survive and be able to be accepted in its environment depending on how understanding and sensitive it is to the environment. Another factor that cannot be separated from the social environment is the motivational factor. The environment plays a very important role in influencing one's decisions. If the environment supports every decision taken, a strong will will be created, especially in deciding to start a business *startups*.

Digital marketing is the latest breakthrough that combines marketing science with technology. The current growth of the digital world is very helpful for business people in carrying out promotional cost efficiency and assisting business actors in connecting with consumers. ". According to Gangeshwer "Digital marketing technologies permit the customers to keep on with the company information rationalized". According to Gangeshwer (2013; 187) Digital marketing technology allows customers to continue rationalized company information.

Of all that has been mentioned can not be separated from individual creativity. Creative economy is the creation of added value based on ideas born from the creativity of human resources and based on the use of science, including cultural and technological heritage. Siti Nur Azizah (2017) with a new idea, it can be used by building a Start Up business so that the ideas that are poured into the business become a creative business that is able to answer consumer needs.

### **Formulation of the problem**

1. Does business competence have a significant effect on creativity?
2. Does business competence have a significant effect on interest in starting a Start Up business?
3. Does the social environment have a significant effect on creativity?

4. Does the social environment have a significant effect on the interest in starting a Start Up business?
5. Does digital marketing have a significant effect on creativity?
6. Does digital marketing have a significant effect on interest in starting a Start Up business?
7. Does creativity have a significant effect on interest in starting a Start Up business?

## **THEORETICAL STUDY**

### **Marketing Management**

According to Deliyanti (2010; 2) states that marketing is a combination of activities that are interconnected to find out the needs of consumers through creating, offering and exchanging valuable products and services and developing promotions, distribution, services and prices so that consumer needs are satisfied. well at a certain level of satisfaction.

From the description above we can draw the conclusion that management is a science of organizing resources in a business to fulfill and satisfy the desires of a consumer. With a good combination good management can push a business towards progress and potential market advantages that are able to beat its competitors.

### **Business Competence**

The form of knowledge is one of the formulas that need to be considered for the formation of the success of a business. especially for an entrepreneur.

according to Ahmad & Wilshon (2006;05), entrepreneurial competence is an individual characteristic that includes attitudes and habits. where entrepreneurs can achieve and sustain business success". according to (Gibson et.al, 2011:89) "Competence is the ability or knowledge that a person has. Competence or ability is a trait (innate or learned) that allows someone to do something mentally or physically.

## Social environment

The environment is one of the main factors in shaping one's perception. Even in marketing consumer behavior must also be reviewed in depth from an environmental perspective. Likewise, the driving factor for someone in choosing to start a business startup.

According to Alma (2010; 06) the social environment in the form of a role model application is based on one's view of the activities of parents, siblings, other family (grandfathers, aunts, uncles, children) friends, spouses, or businessmen who idolize. In this case, we can argue that the family environment is able to change a person's perspective on something he considers good and bad and some things in influencing him to make a decision.

The role of humans as social beings is very compatible with the statement above. when someone communicates, the process of exchanging information will occur. In this case the development of one's competence will occur because of the flow of information that complements each other.

## Digital Marketing

Marketing according to experts is identifying and meeting human and social needs. Kotler and Keller (2009: 05).

The need for humans continues to grow, so a marketer must rack his brain to be able to find out how to provide optimal service to all consumers by providing new breakthroughs. Especially thanks to the presence of internet technology in the community which makes marketers must be able to combine marketing knowledge with media which is widely called digital marketing.

According to Eun Young Kim (2002; 07) define four dimensions of Digital Marketing. The four dimensions of Digital Marketing are independent variables that help business success as the dependent

variable. These four dimensions are known as follows:

- a) Interactive
- b) Incentive Program
- c) Site Design
- d) Cost

of the four indicators expressed by Eun Young Kim above is a limit that can be touched by the role of digital marketing, especially in terms of costs, in its application digital marketing is a form of formula to overcome costs in conducting promotions.

## Creativity

Creativity is the creation of added value based on ideas born from the creativity of human resources (creative people) and based on the use of science, including cultural and technological heritage.

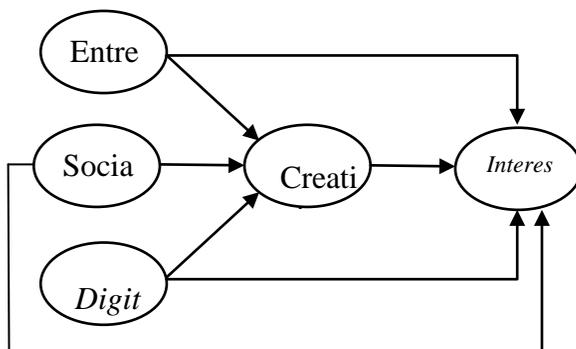
according to Siti nur azizah (2017; 67). The creative economy is very closely related to social, economic and even existing technology, especially from the technology sector. The recent development of the creative economy is very much in tandem with technological developments so that many new findings related to technology have emerged, such as several Unicorn Startup businesses in Indonesia. such as Go-Jek, Bukalapak and so on. The role of the creative economy cannot be separated from the development of startups because they both use innovation and creativity factors which are the benchmarks for both. Where thanks to these two aspects can be found several tools to facilitate the work of modern humans and meet consumer needs.

## Business Start Up

According to Steve Blank (2012; 30) in his book entitled "The Startup Owner's Manual states that The Step-by-step Guide for Building a Great Company" explains that the company Startup is an organization or temporary partner formed to find a business model on a regular and measurable basis.

## Hypothesis

Based on the conceptual framework in above and the existing theoretical basis, the hypotheses in this study are as follows:



- H1 : Business competence has a significant effect on creativity
- H2 : Business competence has a significant effect on interest in starting a Start Up business
- H3 : The social environment has a significant effect on creativity
- H4 : The social environment has a significant effect on the interest in starting a Start Up business
- H5 : *Digital marketing has a significant effect on creativity*
- H6 : *Digital marketing has a significant effect on interest in starting a Start Up business*
- H7 : creativity has a significant impact on interest in starting a Start Up business

## METHOD

### Research Approach

This study uses a qualitative method. according to sigit hermawan and amirullah (2016; 29) qualitative research (qualitative research) is research that provides insight and understanding about a set of problems or problems. this research is a study

that uses a very small sample because it uses exploratory research methods. in the form of words instead of using data that are bound to each other.

Meanwhile, from the research results of Antonio Davila, George Foster, et al (2015) said that companies *Startup* has 3 characteristics:

- 1) Operating (age) of the company is less than three years
- 2) Have less than 100 employees
- 3) Have an income of less than \$20 million per year

Startup companies are innovation companies that have just started their business in the technology, information, retail, and so on.

H8

### Data Types And Data Sources

Data obtained directly from the object of research. This primary data includes the results of distributing questionnaires. For startup actors in Surabaya.

Secondary data comes from data that can be taken from several literatures, theories and several related sources from internet magazines and newspapers regarding Start Up.

### Data collection technique

The data collection technique used in this study was the method of filling out a questionnaire.

### Data Validity Test

Hartono in Jogyanto and Abdillah (2009) explains that the size of the significance of the support of the hypothesis can be used to compare the values of the T-table and T-statistics. If the T-statistic is higher than the T-table value, it means that the hypothesis is supported or accepted. In this study, for the 95 percent confidence level (95 percent alpha), the T-table value for the one-tailed hypothesis is >1.68023. The PLS (Partial Least Square) analysis used in this study was carried out

using the Smart PLS version 3.0 program. run on computer media.

**Data analysis technique**

This research is aimed at members of the Surabaya Student Cooperative. With the aim of testing and analyzing the role of business competence, social environment and digital marketing on the interest in starting a startup business with creativity as an intervening variable. The type of data used in this study is quantitative data (in the form of respondents' opinions obtained by distributing questionnaires) so that it can be processed using statistics, this study uses primary and secondary data as a way of data collection, for data processing techniques using the PLS application.

**RESULTS AND DISCUSSION**

**Data Presentation**

An indicator is said to be valid if the loading factor is above 0.7 to the intended construct. The results of smartPLS for loading factor give the following results:

**Table 5.9  
Outer Loading**

	DIGITAL MARKETING	BUSINESS COMPETENCY	CREATIVITY	SOCIAL ENVIRONMENT	INTEREST IN STARTUP BUSINESS
BSA					0.801
BSB 2					0.824
BSC 1					0.854
BSD 1					0.792
DM A1	0.768				
DM A2	0.860				
DM B1	0.857				
DM B2	0.817				
DM	0.744				

C1					
KBA		0.784			
KBC 1		0.750			
KBC 2		0.841			
KB			0.846		
KF			0.882		
KG			0.771		
LSA 1				0.739	
LSA 2				0.940	
LSA 3				0.928	

Source , SmartPLS Data Processing, 2021

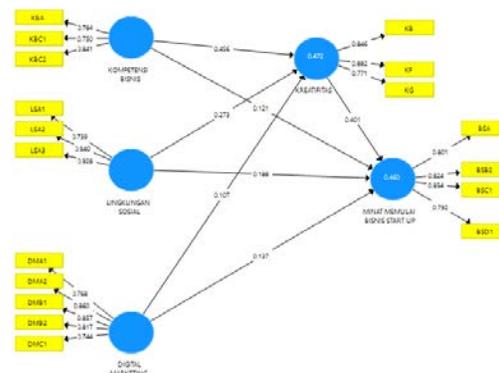
According to the data in table 5.9, we can see that there are all variables that have a value from the loading factor while the recommended value must be > 0.7. In the data above, values less than 0.7 have been eliminated so that the indicators that have been shown have indeed met the predetermined criteria.

In this study, researchers used 5 variables with a total of 33 indicators. There are 15 indicators that have been eliminated so that the total indicators that have a value above 0.7 are 18 indicators.

This reduction is done so that the testing of each variable can be said to be valid or there are no values that damage the validity of the analysis.

The following is the loading factor value of each indicator of each variable in a research model:

**Figure 5.1 Loading Factor . Value**



**Table 5.15**  
**Hypothesis testing results**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
BUSINESS COMPETENCE -> CREATIVITY	0.456	0.475	0.078	5.826	0.000
BUSINESS COMPETENCIES -> INTEREST IN START UP BUSINESS	0.303	0.328	0.117	2.603	0.011
SOCIAL ENVIRONMENT -> CREATIVITY	0.273	0.264	0.069	3.986	0.000
SOCIAL ENVIRONMENT -> INTEREST IN STARTING A START UP BUSINESS	0.298	0.294	0.095	3.142	0.002
DIGITAL MARKETING -> CREATIVITY	0.107	0.112	0.093	1.148	0.254
DIGITAL MARKETING -> INTEREST TO START A BUSINESS STARTUP	0.179	0.180	0.083	2.151	0.034
CREATIVITY -> INTEREST IN STARTING A START UP BUSINESS	0.401	0.404	0.124	3.230	0.002

Source , SmartPLS Data Processing,  
 2021

Based on the hypothesis in this study, which refers to the table above, it is as follows:

H-1: Business competence affects creativity.

The calculation results in the table above show that business competence has a positive effect of 0.826 on creativity. This effect is

accompanied by a T statistic of 3.912 (Tstat > 1.96). Based on this, then H0 is rejected and H1 is accepted or in other words, business competence has a positive and significant impact on creativity.

H-2: Business Competence affects Interest in starting a Start Up business

The calculation results in the table above show that Business Competence has a positive effect of 0.303 on Interest in starting a Start Up business. This effect is accompanied by a T statistic of 2.603 (Tstat > 1.96). Based on this, H0 is rejected and H3 is accepted or in other words Business Competence has a positive and significant influence on the interest in starting a Start Up business.

H-3 : Social Environment affects Creativity

The calculation results in the table above show that the Social Environment has a positive effect of 0.273 on Creativity. This effect is accompanied by a T statistic of 3.986 (Tstat > 1.96). Based on this, then H0 is rejected and H4 is accepted or in other words the Social Environment has a positive and significant influence on Creativity.

H-4 ; Social environment influences interest in starting a start-up business

The calculation results in the table above show that the Social Environment has a positive effect of 0.298 on the interest in starting a Start Up business. This effect is accompanied by a T statistic of 3.142 (Tstat > 1.96). Based on this, H0 is rejected and H5 is accepted or in other words the Social Environment has a positive and significant influence on the interest in starting a Start Up business.

H-5 ; Digital Marketing has no effect on Creativity

The calculation results in the table above show that Digital Marketing does not have a positive effect of 0.107 on Creativity. This effect is accompanied by a T statistic

of 1.148 ( $T_{stat} < 1.96$ ). Based on this, then  $H_0$  is rejected and  $H_6$  is accepted or in other words Digital Marketing has no positive and insignificant effect on Creativity.

#### H-6 ; Digital Marketing Affects Interest in Starting a Start Up Business

The calculation results in the table above show that Digital Marketing has a positive effect of 0.179 on the interest in starting a Start Up business. This effect is accompanied by a T statistic of 2.151 ( $T_{stat} > 1.96$ ). Based on this,  $H_0$  is rejected and  $H_8$  is accepted or in other words Digital Marketing has a positive and significant effect on the interest in starting a Start Up business.

#### H-7 ; Creativity has an effect on Interest in starting a Start Up business

The calculation results in the table above show that creativity has a positive effect of 0.401 on interest in starting a Start Up business. This effect is accompanied by a T statistic of 3.230 ( $T_{stat} > 1.96$ ). Based on this,  $H_0$  is rejected and  $H_5$  is accepted or in other words Creativity has a positive and significant influence on the interest in starting a Start Up business.

## DISCUSSION

### Business competence affects

#### creativity.

In this study it can be concluded that business competence has an influence on creativity. Which means that every individual who will start a business activity has a strong urge to create a creative industry if the business person has enough skills and enough references in terms of business. In other words, business people must always follow new events and be sensitive to something new in the business world.

A human's brain can be said to be able to think broadly if the human knows a lot of situational models and knowledge that is heard, seen and felt. Which means that carrying out activities collectively in terms of

knowledge and expertise is an obligation for business people themselves. This can be seen in the community, people have good ideas if the idea is said to be new that is not owned by others, this new idea is later created into a creativity.

The calculation results in the table above show that business competence has a positive effect of 0.826 on creativity. This effect is accompanied by a T statistic of 3.912 ( $T_{stat} > 1.96$ ). Based on this, then  $H_0$  is rejected and  $H_1$  is accepted or in other words Business competence give a positive and significant influence on Creativity. This shows that a person's ability to find new or creative ideas is determined by how deep a person's competence is in a business.

### Business Competence affects

#### Interest in starting a Start Up

#### business

Interest will grow if a person feels that what he wants is important and a supportive personality with the ability he has in doing it. If someone has good abilities in a field, whether it's in terms of the creative industry or in other fields, the desire to channel his talents will arise and make that person start a business based on his abilities.

The calculation results in the table above show that Business Competence has a positive effect of 0.303 on Interest in starting a Start Up business. This effect is accompanied by a T statistic of 2.603 ( $T_{stat} > 1.96$ ). Based on this, then  $H_0$  is rejected and  $H_3$  is accepted or in other words Business Competence have a positive and significant impact on the interest in starting a Start Up business.

This is also the same as previous research conducted by Nuraliza, Caska and Heni Indrawati (2018) In the study entitled "analysis of factors affecting entrepreneurial interest of vocational high school students in Pekanbaru" the results of this study are entrepreneurial competence and environmental encouragement have a significant effect. to entrepreneurial interest.

## **Social Environment affects**

### **Creativity**

In doing a business, the social environment has a very large impact, apart from the relationship with stockholders, the role of environmental elements such as neighbors, friends and parents has a big role, one of which is in shaping the creative mindset of each individual. If in an environment accustomed to new ideas, then it can affect the people who are in that environment. Vice versa if someone is in an environment that is not creative, it is very difficult for new ideas to emerge in that environment. This was conveyed by Ahmad kholid one of the responses to this research.

In student cooperatives, creative environments are often formed to provide a supporting system and strong encouragement in providing the latest examples and cases in the world of economics and business. This is done by the management with the aim that the members are able to be sensitive to the surrounding environment so that good ideas can be thought of. In this effort, the administrators provide several programs that are included in their work program. Among them are entrepreneurship seminars, discussion forums and business case discussions.

The calculation results in the table above show that the Social Environment has a positive effect of 0.273 on Creativity. This effect is accompanied by a T statistic of 3.986 ( $T_{stat} > 1.96$ ). Based on this,  $H_0$  is rejected and  $H_4$  is accepted or in other words the Social Environment give a positive and significant influence on Creativity.

This is also reinforced by previous research conducted by Viktoria Potishuk, Jan Kratzer (2017) In a study entitled "factors affecting entrepreneurial intentions and entrepreneurial attitudes in higher education" from this study the results obtained were that the environment had a significant effect on one's interest. in entrepreneurship.

## **Social environment influences the**

### **interest in starting a startup**

#### **business**

The social environment is one of the external parties that has an influence on the progress of a business, especially for personal business people or people who will start to build a business. Good support will encourage someone to do good things and vice versa. Some of these social environments include parents, relatives, friends and those around us. As in previous research by Nurmaliza, Caska and Heni Indrawati (2018), in this study, it is said that the social environment has a significant effect on interest in starting a business. Not only the interests of success and failure can also be determined by the environment.

According to Suryana (2006; 62) there are internal and external factors that influence individual entrepreneurship.

Supported by the results of the calculation in the table above shows that the Social Environment has a positive effect of 0.298 on the interest in starting a Start Up business. This effect is accompanied by a T statistic of 3.142 ( $T_{stat} > 1.96$ ). Based on this,  $H_0$  is rejected and  $H_5$  is accepted or in other words the Social Environment have a positive and significant impact on the interest in starting a Start Up business.

#### **Digital Marketing has no effect on**

#### **Creativity**

From the results of this study, we can conclude that digital marketing has no relationship to creativity, this is because digital marketing is an instrument that makes it easier for business actors to differ from creativity which is an ability that not everyone has. Creativity is a skill that must be possessed so that if someone has creativity, of course he can use digital marketing well and vice versa if business actors do not have creativity, the presence of digital marketing

cannot have an impact on the success of the business.

The calculation results in the table above show that Digital Marketing does not have a positive effect of 0.107 on Creativity. This effect is accompanied by a T statistic of 1.148 ( $T_{stat} < 1.96$ ). Based on this, then  $H_0$  is rejected and  $H_6$  is accepted or in other words Digital Marketing has no positive and insignificant effect on Creativity.

### **Digital Marketing Affects Interest in**

#### **Starting a Start Up Business**

Digital marketing is one of the breakthrough that can help make the work of business people easier. With digital marketing, business people do not need to spend expensive advertising costs and promotional costs that are not cheap either. This is supported by previous research from Arafat Prosperous Bekov, Ilkhom Umarov, Akmarul Orazymbetova, and Aziza Khirullaeva (2019) in the research entitled "Impact Of Digital Marketing Development on Entrepreneurship" the results of this study are digital marketing has a large impact on sales and the number of customers. As well as many functions of digital marketing that help in shaping and developing the business structure.

And in the research of Marin Istvanic, Dominika Cranjac Milic, Zdravko Krpic (2017) In a study entitled "Digital Marketing in the Business Environment" The results of this study say that digital marketing is a much better marketing tool than conventional marketing. This research focuses on creating effective and effective digital content. efficient

The results of this study are digital marketing has an influence on someone's interest in making a Start Up business. The calculation results in the table above show that Digital Marketing has a positive effect of 0.179 on the interest in starting a Start Up business. This effect is accompanied by a T statistic of 2.151 ( $T_{stat} > 1.96$ ). Based on this,  $H_0$  is rejected and  $H_8$  is accepted or in other words Digital Marketing has a positive

and significant effect on the interest in starting a Start Up business.

### **Creativity influences interest in**

#### **starting a startup business**

The results of this study indicate that creativity can significantly influence the interest in starting a Start Up business. Start Up Business is a business that prioritizes new ideas or creative ideas that are poured in it. So that the two cannot be separated. Because creativity is one of the conditions for the business to be called a startup business.

Someone becomes more daring in setting up a startup business if that person often has ideas that are not the same as others and his ideas can often be accepted by many people, so that confidence arises in himself to further develop his idea into a professional business. This is a strong supporting factor in growing interest in the Startup business.

Reinforced from the calculation results in the table above, it shows that creativity has a positive effect of 0.401 on interest in starting a Start Up business. This effect is accompanied by a T statistic of 3.230 ( $T_{stat} > 1.96$ ). Based on this,  $H_0$  is rejected and  $H_5$  is accepted or in other words Creativity has a positive and significant influence on the interest in starting a Start Up business.

The value given from the statistical t table is very large, namely 3.230, making the relationship between these variables proven to be very strong.

This opinion is also reinforced by previous research from Estu Mahanani, Bidasari (2018) "Factors that influence entrepreneurial interest in students of the Faculty of Economics, Universitas Persada Indonesia YAI" This study aims to determine the variables of motivation, creativity and motivation towards interest in entrepreneurship. The population of this study is all students of the University of Persada Indonesia YAI the results of this study are motivation, creativity and motivation have a significant effect on interest in entrepreneurship.

## CLOSING

### Conclusion

Based on the research discussed above about the influence of business competence, business environment and digital marketing on interest in starting a business *Startup* with creativity as an intervening variable, we can draw some conclusions as follows:

1. Business competence has a positive and significant effect on creativity.
2. Business competence has a positive and significant effect on Interest in starting a Start Up business
3. Environment Social has a positive and significant effect on Creativity
4. Environment Social has a positive and significant effect on Interest in starting a Start Up business
5. Digital Marketing has no significant effect on Creativity
6. Digital Marketing has a positive and significant effect on Interest in starting a Start Up business
7. Creativity has a positive and significant effect on Interest in starting a Start Up business

### Suggestion

Based on the description of the conclusions above, we can conclude some suggestions for readers and further researchers, which we will teach below:

1. In this study there are several variables that do not have an effect on the variables that influenced namely the digital marketing variable (X3) which has no effect on the variable (Z) as a variable that influenced. This needs to be considered in depth about digital marketing variables in relation to related variables.
2. For researchers who next could mix and match with more comprehensive and measurable variables, as well as dig deeper into the functions of digital marketing and Start Up because these two often in the wrong interpretation by many people so that it is difficult to

find a respondent and difficult to get a response that really matches our expectations.

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