

Analysis of the Use of E-commerce in Improving Entrepreneurial Business Competitiveness

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ABSTRACT

In the ever-evolving digital age, the use of e-commerce has become one of the key drivers in the development of entrepreneurial businesses. E-commerce refers to business transactions conducted electronically over the internet, including the sale and purchase of products, services, and information. This research aims to analyse the use of e-commerce in improving the competitiveness of entrepreneurial businesses. This research is qualitative in nature. The techniques used to obtain information involve careful observation and meticulous note-taking, followed by analytical procedures such as data reduction, visualisation, and inference. The study results show that the use of e-commerce in entrepreneurial businesses has great potential to improve competitiveness. E-commerce provides global accessibility, operational efficiency, better customer interaction, in-depth data analysis, and the ability to adapt to market changes. With the right strategy, entrepreneurial businesses can leverage these benefits to achieve greater success.

Keyword: E-commerce, Competitiveness, Business, Entrepreneurship

INTRODUCTION

The utilization of e-commerce has emerged as a crucial catalyst for the advancement of entrepreneurial enterprises in the constantly evolving digital era (Ausat & Suherlan, 2022). E-commerce pertains to commercial activities that are carried out through electronic means over the internet (Ausat et al., 2022). This encompasses the exchange of goods, services, and information between parties involved in the transaction. The exponential expansion of information and communication technology (ICT) has transformed the conventional modus operandi of commercial enterprises, particularly for entrepreneurs (Subagja, 2023).

The hallmark traits of entrepreneurial business activities include ingenuity, originality, and the willingness to undertake venturesome endeavors in order to generate supplementary benefits for both consumers and the broader community (Raharjo et al., 2023). Entrepreneurs encounter the obstacle of enhancing their competitiveness within a market that is progressively competitive. The significance of e-commerce is highlighted in this context (Gadzali et al., 2023).

The utilization of electronic commerce offers several advantages to small and medium-sized enterprises (Harahap, Ausat, & Suherlan, 2023). Primarily, through the utilization of e-commerce, business owners can expand their market reach to a broader geographical area. E-commerce platforms enable individuals and businesses to access the global market, thereby eliminating geographical limitations at local and national levels (Ausat & Peirisal, 2021). This presents a prospect for broadening the scope of their offerings or amenities and accessing prospective clientele in diverse global regions.

Additionally, electronic commerce facilitates business owners in offering clientele a more expedient and effective purchasing process (Ausat & Suherlan, 2021). E-commerce platforms enable customers to make purchases of products or services at any time and from any location. Furthermore, e-commerce facilitates enhanced personalization, whereby customers can obtain pertinent product suggestions contingent on their individual preferences. Moreover, through the utilization of e-commerce, business owners can exploit existing customer data to scrutinize consumer behavior and market patterns. The examination of this data has the potential to yield significant insights that can inform the enhancement of products or services, the optimization of marketing strategies, and the facilitation of informed business decision-making (Harahap, Kraugusteeliana, Pramono, Jian, et al., 2023).

Notwithstanding the potential advantages proffered by electronic commerce, there remain numerous entrepreneurs who have not yet fully capitalized on its potential. Several challenges encountered comprise restricted availability of dependable ICT infrastructure, inadequate comprehension of e-commerce, and apprehensions regarding data security and confidentiality. The objective of this investigation is to examine the utilization of electronic commerce as a means of enhancing the competitive edge of entrepreneurial enterprises. This study aims to analyze the experiences and perceptions of entrepreneurs who have adopted e-commerce, as well as the challenges they face in implementing and optimizing the use of e-commerce in their businesses, through a comprehensive literature review.

LITERATURE REVIEW

E-commerce

The term "E-commerce" refers to the electronic exchange of goods and services over the internet. It encompasses the buying and selling of products and services through digital means (Jain et al., 2021). E-commerce refers to the conduct of commercial transactions through electronic means, wherein sellers and buyers engage with each other via digital platforms such as websites, mobile applications, or social media platforms (Huang & Benyoucef, 2013). The advent of electronic commerce has revolutionized the manner in which individuals engage in commercial transactions and procure goods and services (Almaududi Ausat et al., 2021). E-commerce enables consumers to conveniently peruse and procure products or services via the internet from a multitude of vendors across the globe. E-commerce facilitates the expansion of businesses' market reach beyond geographical constraints (Yusuf et al., 2022). There are several types of business models commonly used in e-commerce, including:

1. Business-to-Consumer (B2C): This model involves transactions between the company and the end consumer. An example is an online store that sells products directly to customers through their website.
2. Business-to-Business (B2B): This model involves transactions between two or more companies. B2B e-commerce is often used in situations where companies buy or sell products or services to other companies.
3. Consumer-to-Consumer (C2C): This model involves consumer-to-consumer transactions. C2C e-commerce platforms allow individuals to sell their products to other individuals. Examples are online auction sites or online trading platforms.
4. Consumer-to-Business (C2B): This model involves transactions where consumers offer their products or services to companies. Examples are freelance platforms where individuals can offer their services to companies or other businesses.

The advent of electronic commerce has yielded numerous advantages for both consumers and enterprises. The contemporary consumer is afforded the luxury of shopping at their leisure, without temporal or spatial constraints, and is presented with an extensive array of merchandise at competitive market rates. Conversely, enterprises have the potential to expand their market reach, curtail expenses related to operations, and enhance the efficacy of their business processes. Despite its potential benefits, e-commerce encounters various obstacles, including issues related to secure online transactions, effective logistics management, and heightened market competition. Hence, it is imperative for e-commerce enterprises to devise efficacious tactics for establishing consumer

confidence and guaranteeing a favorable shopping encounter.

Business Competitiveness

The concept of business competitiveness pertains to the capacity of a company or organization to effectively compete in the market by offering products, services, or strategies that distinguish them from their rivals. The concept pertains to the endeavors of an organization to establish a competitive edge that enables them to sustain and augment their market share and attain enduring prosperity (Harahap, Suherlan, Rijal, & Ausat, 2023). The competitiveness of a business is not solely contingent upon the pricing of the product or service provided (Zen et al., 2023). Competitiveness is a multifaceted concept that encompasses various factors, including but not limited to innovation, product quality, customer satisfaction, brand reputation, operational efficiency, distribution and logistics, marketing strategy, human resource expertise, and relationships with suppliers and business partners. Here are some important aspects of business competitiveness:

1. **Product or service excellence:** Companies must be able to offer unique, high-quality, value-added products or services to customers. Innovation in product design, features or functions can also be a strong differentiation factor.
2. **Market and customer knowledge:** Companies must understand their customers' needs, preferences and behaviours well. By doing so, they can develop effective marketing strategies and present solutions that are relevant and attractive to their target market.
3. **Operational efficiency:** The ability to manage resources efficiently and optimise operational processes is an important factor in achieving competitiveness. This includes the use of appropriate technology, effective supply chain management, good cost control, and increased productivity.
4. **Brand reputation and customer satisfaction:** Maintaining a good reputation and building strong relationships with customers is essential. Satisfied customers tend to become loyal customers and recommend the company to others, which in turn can increase market share and competitiveness.
5. **Competitor analysis and market changes:** Companies should always monitor competitors' activities and strategies, as well as trends and changes in the market. With a good understanding of the competition and market developments, companies can adjust their strategies and capitalise on emerging opportunities.

The state of business competitiveness is not a fixed entity, but rather a continuous pursuit. Organizations must consistently conduct assessments and modifications to remain pertinent and acclimate to alterations in the commercial milieu. The development of a sustainable competitive advantage can enhance a company's market position and facilitate long-term success.

Entrepreneurship

Entrepreneurship encompasses the endeavors of individuals or collectives in establishing, advancing, and overseeing novel enterprises or undertakings with the objective of attaining financial gain or societal benefit (Prastyaningtyas et al., 2023). An individual who undertakes the initiation, growth, and administration of a novel business or inventive enterprise by assuming risks is commonly referred to as an entrepreneur or businessman (Satriadi et al., 2022). Entrepreneurship encompasses a multitude of facets, such as the identification of business opportunities, the cultivation of innovative ideas, the formulation of business plans, the implementation of marketing strategies, the management of resources, and the undertaking of calculated risks (Harahap, Ausat, Sutrisno, et al., 2023). For an individual to succeed as an entrepreneur, it is essential to possess a set of key attributes, including leadership acumen, strategic foresight, effective decision-making capabilities, and the ability to exhibit resilience and perseverance in the face of adversity and setbacks. Here are some key characteristics of entrepreneurship:

1. **Innovation:** Entrepreneurship is often associated with innovation, which is the introduction of new ideas, products, services or business models that bring added value to the market. Innovation can change the way people work, live and interact with their surroundings.

2. Risk Taking: Entrepreneurship involves taking risks, be it financial risks, market risks, or operational risks. Entrepreneurs are prepared to face uncertainty and take action to seize profitable business opportunities.
3. Independence: An entrepreneur has the ability to take initiative, work independently, and manage their own business. They do not rely on instructions or guidance from others.
4. Goal Orientation: Entrepreneurship emphasises the achievement of predetermined goals. Entrepreneurs have a clear vision and focus on achieving business success through structured efforts.
5. Fighting Power and Perseverance: Entrepreneurship often involves challenges and obstacles in the business journey. An entrepreneur must have high levels of fighting power and perseverance to persist and surpass obstacles.

Entrepreneurship encompasses not only the creation of novel enterprises, but also encompasses inventive endeavors within established entities (corporate entrepreneurship) or in a societal framework (social entrepreneurship). The pursuit of entrepreneurship has the potential to make significant contributions to the economic growth, job creation, and innovation within a given society. The role of entrepreneurship is significant in stimulating economic growth, producing supplementary worth, and devising innovative resolutions to societal and ecological predicaments. Moreover, it offers prospects for individuals to realize their potential, assume authority over their lives and professions, and generate a constructive influence on the world in their vicinity.

RESEARCH METHOD

This research utilises a desk-based (qualitative) research methodology, which involves the absence of primary data collection through direct field research by the researchers. To ensure the efficient conduct of the research, the researchers used various reference materials for consultation. The relevant sources used for this research were obtained from digital media and scholarly databases through keyword-based searches relating to the themes outlined in the document. These themes include analysing the use of e-commerce in improving the competitiveness of entrepreneurial businesses. The research method used by the authors appears to be adaptive, which paves the way for the selection of relevant reference materials and does not require the authors to limit their search to specific journals or digital platforms. As a result, the authors were able to save time. Our justification is supported by a number of different sources, some of which are journal websites such as ResearchGate, Elsevier, and Emerald Insight. The main focus of this paper is the analysis of the use of e-commerce in improving the competitiveness of entrepreneurial businesses. The author's use of keyword emphasis aims to provide discourse boundaries and support logical consistency. This is achieved through the use of limiting phrases. The main focus of this research is on scholarly journals, essays, and publications that have been published from 2015 to date. During the search process, we used specific keywords to conduct searches across different publishing platforms. It is noteworthy that the papers, journals, and publications included in this research are exclusively those considered highly relevant to the topic of analysing the use of e-commerce in enhancing the competitiveness of entrepreneurial businesses. Other papers, journals and publications were excluded as they were deemed unrelated to the subject matter. This scholarly article includes a total of 39 different sources that discuss in depth.

The ongoing inquiry has been classified as a form of qualitative research. The data collection process encompassed various methodologies, including active listening and comprehensive record-keeping of all relevant data points. The aforementioned methodologies were employed to facilitate the examination of the data, which was conducted through a process that encompassed data reduction, data presentation, and conclusion drawing. The main aim of this investigation was to gain a deeper understanding of the literature review conducted as a part of this research undertaking. In the stage commonly referred to as “data reduction,” the acquired data was systematically arranged, classified, and refined to streamline the procedure of arriving at significant inferences and render the generation of noteworthy outcomes more feasible. Due to the intricate and diverse nature of the data, it was necessary to perform an analysis of them even during the reduction phase. The reduction phase aimed to determine the relevance of the information to the

ultimate goal. Initially, a total of 52 distinct sources were gathered. The initial procedure led to the alteration of the numerical variable's value to 39. Furthermore, the information will be presented through visual aids in the form of graphs or charts. The present phase represents the subsequent stride in the data reduction procedure, wherein the dataset is methodically arranged in a structured format to enhance understanding and streamline the process of making inferences. The representation of data in this particular setting involves the utilization of written discourse, particularly in the form of field notes. The implementation of this methodology for data presentation has the potential to enhance efficiency in the categorization and structuring of data in relational configurations. The conclusive stage of the process involves the derivation of inferences from the gathered data, thereby rendering the process complete. The aforementioned step signifies the conclusion of the methodology utilized for the examination of qualitative data. In this phase, a thorough examination was conducted to verify that the results of data reduction and presentation aligned with the research's intended objectives. The aim of this phase is to extract significance from the acquired data through the identification of associations, resemblances, or disparities, with the purpose of developing remedies for previously recognized issues. The reliability of the results obtained from the utilized sources is considered to be high. The aim of this endeavor is to gather reliable and precise information, with the objective of augmenting understanding as a consequence.

RESULTS AND DISCUSSION

The dynamic digital era has witnessed the emergence of e-commerce as a significant propellant in the entrepreneurial landscape. E-commerce, also known as electronic commerce, pertains to the commercial transactions of goods and services facilitated by digital platforms. The utilization of electronic commerce in entrepreneurial enterprises confers notable benefits and prospects for enhancing competitiveness (Costa & Castro, 2021). Global accessibility is considered as a primary benefit of utilizing e-commerce. E-commerce platforms facilitate the expansion of entrepreneurial businesses by enabling them to access potential consumers across various geographical locations without constraints (Andonov et al., 2021). This presents novel prospects for broadening market coverage and enhancing business penetration. E-commerce presents a prospect for entrepreneurial enterprises to contend with major industry players in the worldwide market. Furthermore, electronic commerce facilitates small businesses to enhance their operational procedures. The implementation of an integrated e-commerce platform can enhance the efficiency of inventory management, order processing, and shipping. The implementation of automation in business processes results in decreased expenses and time consumption, leading to a heightened level of competitiveness for entrepreneurial ventures (Saputra et al., 2023).

Moreover, electronic commerce offers versatility in advertising and promotional tactics. An efficient marketing strategy is crucial in entrepreneurial enterprises to garner consumer interest and establish credibility. Entrepreneurial enterprises can leverage diverse digital marketing techniques, including online advertising, social media, and innovative content, to achieve more precise targeting of their intended audience via e-commerce (Wanof & Gani, 2023). Moreover, through the utilization of analytics tools that are integrated within e-commerce platforms, small businesses with an entrepreneurial focus have the ability to comprehensively monitor and analyze consumer data. This enables them to gain insight into consumer preferences and subsequently refine their marketing strategies for optimal effectiveness. In addition, electronic commerce presents prospects for entrepreneurial enterprises to introduce novel products or services and engage in innovation. E-commerce platforms facilitate the acquisition of prompt feedback from consumers and enable businesses to expeditiously analyze market trends (Tolstoy et al., 2022). This enables them to promptly address evolving consumer demands and introduce pertinent novel products. Rapid adaptability is a crucial element in sustaining competitiveness within the realm of entrepreneurial enterprise.

Notwithstanding the numerous benefits that e-commerce provides, it is imperative to acknowledge the existence of obstacles that must be confronted in its implementation. The e-commerce market is characterized by intense competition, necessitating entrepreneurial firms to

establish a unique value proposition that sets them apart from their rivals (Hacklin et al., 2018). Effective marketing tactics, streamlined inventory control, and dependable shipping are crucial elements for achieving a competitive edge in the realm of electronic commerce. Furthermore, the safeguarding of online transactions is a significant issue. It is imperative for entrepreneurial enterprises to prioritize the safeguarding of consumer data and the provision of secure and reliable e-commerce transactional channels. The enhancement of entrepreneurial businesses' competitiveness is contingent upon consumer confidence in data security and privacy (Subagja et al., 2023).

Nonetheless, the utilization of electronic commerce necessitates substantial primary investment in platform establishment, technological framework, and a proficient and educated workforce. Prior to incorporating e-commerce into their operations, entrepreneurial enterprises should take into account these financial considerations. Notwithstanding the initial costs, this investment has the potential to yield a favorable return in the long term.

To enhance the competitiveness of entrepreneurial enterprises via e-commerce, it is crucial for proprietors to possess a profound comprehension of the market and its burgeoning trends. It is imperative for businesses to remain abreast of technological advancements and innovations in the e-commerce sector, while also engaging in ongoing market research to gain insight into the demands and inclinations of consumers. Entrepreneurial firms can improve their competitiveness by effectively leveraging e-commerce through the implementation of suitable strategies, informed by a comprehensive understanding of the market (Miles & Darroch, 2006).

The utilization of electronic commerce (e-commerce) within entrepreneurial enterprises possesses significant potential to enhance competitiveness. Entrepreneurial enterprises can enhance their market coverage, optimize their operations, enhance their marketing adaptability, and capitalize on innovation prospects by means of worldwide accessibility, operational efficiency, marketing flexibility, and innovation opportunities (Plekhanov et al., 2022). Notwithstanding, it is imperative to confront obstacles such as intense rivalry and the safeguarding of digital transactions through a meticulously planned approach. By comprehending the intricacies of e-commerce and its appropriate utilization, entrepreneurial enterprises can maximize the potential of e-commerce to augment their competitiveness and attain triumph in a cut-throat market.

In addition to the aforementioned benefits, the utilization of e-commerce in entrepreneurial enterprises can yield noteworthy supplementary advantages. Initially, electronic commerce offers a mechanism to enhance interaction and engagement with clientele. E-commerce platforms facilitate direct interaction between entrepreneurial businesses and their customers via communication tools such as chat or direct messaging (Rita et al., 2019). This enables them to deliver expedited and tailored customer service, address inquiries, offer suggestions, or rectify concerns with greater efficacy. Enhancing customer engagement through closer interactions can foster robust connections, augment customer allegiance, and distinguish entrepreneurial enterprises from their rivals. Moreover, e-commerce facilitates efficient collection of customer data for entrepreneurial enterprises (Ray, 2011). Through the utilization of analytics tools that are integrated within e-commerce platforms, enterprises have the ability to monitor and analyze consumer purchasing patterns, product inclinations, delivery preferences, and additional pertinent data. The aforementioned data offers significant insights that can be utilized to enhance marketing strategies, customize customer experiences, and optimize sales procedures (Kraugusteeliana et al., 2022). Entrepreneurial enterprises can enhance their competitiveness by making more precise and informed decisions through a comprehensive comprehension of their clientele.

Thirdly, electronic commerce offers a platform for cross-channel or multichannel marketing. In addition to operating an online store through an e-commerce platform, entrepreneurial enterprises may also leverage social media, blogs, or other platforms to broaden their marketing outreach. Entrepreneurial enterprises can expand their reach, establish a uniform brand identity, and enhance online traffic by maintaining a robust presence across various channels (Azzaakiyyah, 2023). Cross-channel marketing enables entrepreneurial businesses to enhance their competitiveness by targeting potential consumers from various sources, thereby creating new opportunities. E-commerce affords the capacity to tailor and enhance product or service offerings.

Entrepreneurial enterprises can utilize data analysis and consumer feedback to discern nascent market requirements and adapt their product or service offerings accordingly (Long et al., 2023). The utilization of e-commerce enables enterprises to expeditiously introduce novel products, modify pricing, or provide exclusive promotions in accordance with market conditions. The ability to adapt to changes enables entrepreneurial enterprises to maintain their competitiveness and relevance. The utilization of e-commerce has the potential to yield advantages with regards to the management of the supply chain (Sanders, 2007). By utilizing an integrated e-commerce platform, small businesses with an entrepreneurial spirit can enhance their ability to manage orders, inventory, and deliveries in a more streamlined and effective manner. Real-time inventory monitoring, efficient delivery process management, and optimized supply chain management are some of the benefits that can be achieved. The implementation of this strategy has the potential to decrease operational expenses, prevent stock deficits or surpluses, and expedite the delivery process for clientele. Enhanced supply chain management can enable entrepreneurial enterprises to augment customer satisfaction, fortify their brand image, and furnish an exceptional shopping encounter.

Nevertheless, it is crucial to bear in mind that the utilization of electronic commerce in entrepreneurial enterprises also poses certain obstacles that necessitate contemplation. One factor contributing to the current landscape of the market is the increasing level of competition within the realm of electronic commerce. Numerous entrepreneurial enterprises are striving to leverage the possibilities of electronic commerce, rendering the commercial landscape intensely cut-throat (Eliakis et al., 2020). Hence, it is imperative for entrepreneurial enterprises to devise a meticulously planned strategy, offer distinctive products or services, and establish unequivocal competitive edges in order to distinguish themselves from their rivals. Moreover, it is imperative to prioritize the aspect of security and privacy when conducting online transactions. In the current era of digitalization, which is susceptible to cyber threats, it is imperative for entrepreneurial enterprises to ensure the appropriate safeguarding of their clients' information and implement sufficient security protocols. The implementation of robust security protocols, SSL certificates, and effective data management practices are crucial steps in preserving customer confidence and safeguarding sensitive data.

Moreover, the appropriate integration of systems and technology is a crucial factor. Entrepreneurial enterprises ought to select an electronic commerce platform that aligns with their requirements, possesses the necessary functionalities, and can be assimilated with their internal frameworks (Rembulan et al., 2023). Effective integration facilitates operational efficacy, precise monitoring, and streamlined data administration (Diawati et al., 2023).

To enhance the utilization of e-commerce, it is imperative for entrepreneurial enterprises to also prioritize efficacious marketing tactics. It is imperative for individuals to comprehend the intricacies of online consumer behavior, stay abreast of market trends, and effectively employ appropriate digital marketing strategies. Entrepreneurial businesses can enhance their visibility and attract a larger consumer base by leveraging social media, Search Engine Optimization (SEO), online advertising, and compelling content (Tomasi & Li, 2015).

The utilization of e-commerce within entrepreneurial enterprises can yield substantial advantages in enhancing competitiveness. Entrepreneurial businesses can attain enhanced success by leveraging global accessibility, operational efficiency, improved customer interaction, comprehensive data analysis, and the capacity to adapt to market changes (Sutrisno et al., 2023). Notwithstanding, it is imperative to address challenges such as heightened competition, ensuring transaction security, seamless technology integration, and devising effective marketing strategies with prudence. By comprehending the intricacies and employing effective strategies, entrepreneurial enterprises can optimize the capabilities of electronic commerce and enhance their competitive edge. The successful implementation of e-commerce can enhance the competitiveness of entrepreneurial businesses. To achieve this, certain steps can be taken:

1. Market research: Conduct in-depth market research to understand industry trends, customer needs and competitors. Identify potential market segments and look for opportunities to differentiate yourself from competitors.

2. E-commerce platform selection: Choose an e-commerce platform that suits your business needs. Consider factors such as ease of use, flexibility, features offered, integration capabilities, security, and cost.
3. Online store design and development: Create an attractive, easy-to-navigate and responsive online store design for use on various devices. Ensure a good display and user experience to increase sales conversions.
4. Inventory management: Use an efficient inventory management system to ensure accurate product availability, avoid shortages or excess inventory, and optimise delivery.
5. Transaction security: Ensure transaction security by using strong security protocols, data encryption, and SSL certificates. Take care of customer privacy and responsibility for their data security.
6. Digital marketing strategy: Use effective digital marketing strategies to increase visibility and attract visitors to your online store. Utilise SEO, online advertising, content marketing, and social media to reach a wider audience.
7. Analyse data: Use analytics tools available on your e-commerce platform to track and analyse customer data, purchase behaviour and online store performance. Use these insights to optimise marketing strategies, understand customer preferences, and identify new opportunities.
8. Enhanced customer experience: Provide a superior customer experience with responsive customer service, fast and reliable delivery, and ease of payment. Provide flexible options, such as multiple payment methods, and offer loyalty programmes to increase customer retention.
9. Product and service innovation: Use customer feedback and market analysis to identify opportunities for new product or service innovation. Adapt quickly to changing customer needs and preferences to stay relevant in a competitive market.
10. Evaluation and adaptation: Constantly evaluate the performance of your online store, marketing strategy, and customer experience. By monitoring and evaluating regularly, you can identify areas for improvement and make the necessary adjustments to stay competitive.

It is imperative to emphasize that the utilization of electronic commerce in entrepreneurial enterprises is a crucial tactic for enhancing competitiveness in a progressively digitized marketplace. E-commerce offers numerous advantages to entrepreneurial businesses, including global accessibility, operational efficiency, expansive marketing opportunities, and the capacity to promptly adapt to market fluctuations (Gao et al., 2023). In order to fully leverage the potential of e-commerce, it is imperative for entrepreneurial enterprises to possess a comprehensive comprehension of the market, industry patterns, and consumer conduct. Conducting comprehensive market research can facilitate the identification of potential opportunities and enhance comprehension of customer requirements. Furthermore, the selection of an appropriate e-commerce platform is imperative in establishing a proficient and dependable online store.

The implementation of e-commerce necessitates a substantial upfront investment in the development of a platform, technological infrastructure, and a proficient workforce. Hence, it is imperative for entrepreneurial enterprises to contemplate the financial facets prior to embracing e-commerce. Nonetheless, through a meticulously planned approach and effective administration, this investment has the potential to generate advantageous outcomes over an extended period.

One of the obstacles that must be surmounted in the utilization of electronic commerce is the escalating level of competition. Numerous entrepreneurial enterprises are striving to leverage electronic commerce, necessitating additional endeavors to distinguish themselves from their rivals. The attainment of competitive advantage may be contingent upon the implementation of effective digital marketing strategies, proficient inventory management, and the provision of exceptional customer experience. The issue of security is a significant consideration in the utilization of electronic commerce. It is imperative for entrepreneurial enterprises to ensure the safeguarding of customer data and implementation of appropriate security protocols in order to uphold consumer trust. Ensuring the dependability and safety of online transactions is of utmost importance in establishing enduring customer relationships. Furthermore, it is imperative for entrepreneurial enterprises to consistently assess and modify their electronic commerce tactics. Staying up-to-date with technological advancements and market developments, coupled with the

monitoring of online store performance and customer feedback, can aid in the identification of areas of weakness and potential avenues for enhancement.

Entrepreneurial firms can improve their competitiveness by effectively implementing e-commerce strategies, demonstrating a comprehensive understanding of this field. The utilization of e-commerce is increasingly gaining significance in the dynamic digital era as it offers a potent mechanism to enhance market penetration, optimize operational efficacy, and promptly address evolving consumer demands. In the current digital era, entrepreneurial enterprises that are capable of integrating appropriate marketing tactics, streamlined inventory management, robust transaction security, and exceptional customer service are poised to attain a formidable edge over their competitors.

CONCLUSION

To conclude, the utilization of electronic commerce in entrepreneurial enterprises holds significant potential for enhancing competitiveness. The utilization of electronic commerce (e-commerce) offers a multitude of benefits, including but not limited to worldwide accessibility, enhanced operational efficiency, improved customer engagement, comprehensive data analysis, and the capacity to adjust to fluctuations in the market. By implementing appropriate tactics, enterprises with an entrepreneurial approach can capitalize on these advantages to attain enhanced prosperity. Notwithstanding, there exist certain obstacles that warrant contemplation, including heightened competition, transactional security, technological assimilation, and efficacious marketing tactics. In order to address these obstacles, entrepreneurial enterprises must engage in comprehensive market analysis, select a suitable electronic commerce platform, give precedence to transactional security, implement appropriate technology, and formulate a proficient digital marketing plan.

In this particular instance, it is possible to offer some guidance, namely: Initially, it is recommended to carry out comprehensive market research in order to gain a thorough understanding of prevailing industry trends, customer requirements, and competitive landscape. One should conduct a market segmentation analysis to identify potential segments and explore avenues for differentiation from competitors. Subsequently, it is advisable to select an electronic commerce platform that aligns with the specific requirements of your enterprise. Factors to be taken into account include ease of use, flexibility, range of features provided, integration capabilities, security, and cost. Thirdly, it is imperative to conceive and construct an e-commerce platform that is visually appealing, user-friendly, and adaptable to multiple screen sizes. Fourthly, it is imperative to guarantee the security of transactions through the implementation of robust security protocols, utilization of data encryption techniques, and the incorporation of SSL certificates. In the fifth step, it is recommended to employ efficient digital marketing tactics to enhance the online store's visibility and entice potential customers.

In addition, it is recommended to utilize the analytics tools that are provided by the e-commerce platform to monitor and evaluate customer data, purchasing patterns, and the overall performance of the online store. These insights can be utilized to optimize marketing strategies and gain a better understanding of customer preferences. The seventh recommendation is to enhance the customer experience by offering prompt and efficient customer service, ensuring timely and dependable delivery, and facilitating convenient payment methods. Utilize customer feedback and market analyses as a means to identify potential avenues for innovation in new products or services. Rapid adaptation to evolving customer needs and preferences. It is imperative to consistently assess the efficacy of the e-commerce platform, promotional tactics, and client satisfaction. It is imperative to make requisite modifications in order to maintain competitiveness. Entrepreneurial businesses can enhance their competitiveness, expand their market reach, and attain success in the dynamic digital era by implementing the aforementioned recommendations and optimizing their utilization of e-commerce.

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