

RESEARCH ARTICLE

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IMPACT OF KNOWLEDGE, SKILLS, AND WORK EXPERIENCE ON SUCCESS IN INDONESIA'S ONLINE AFFILIATE MARKETING

Tri Melda Mei Liana

Universitas HKBP Nommensen, Medan, Indonesia

Email: - trimelda@uhn.ac.id

John C. Walsh

Director and Associate Dean, International College, Krirk University, Thailand

Email: - jcwalsh@siu.ac.th

Abstract

The purpose of this research is to find out and explain the variables of entrepreneurial knowledge, entrepreneurial abilities and work experience affect the variables of increasing business success in the Online Marketing Affiliate through the moderating variable of business performance (business) in the Online Marketing Affiliate. In this study, the independent variables are related to the things that must be owned by an entrepreneur, through the independent variables, namely entrepreneurial knowledge, entrepreneurial abilities and work experience, while the dependent variable is increasing business success in Online Marketing Affiliate, and the moderating variable is business performance (effort) in Online Marketing Affiliate. The research method used in this research is descriptive quantitative research method using path analysis. In this study the independent variable is related to things that must be owned by an entrepreneur, such as entrepreneurial knowledge variables, entrepreneurial abilities and work experience, the dependent variable is increasing business success in Online Marketing Affiliate, with moderating variable business performance (business) in Online Marketing Affiliate, Analyze data using AMOS 18, and the data taken is data on the number of entrepreneurs engaged in online marketing who are affiliated in the online marketing business (business) performance at Online Marketing Affiliate during 2019-2023 years. Partially, the variables of entrepreneurial knowledge and entrepreneurial ability have a significant effect on the variables of increasing the success of online marketing business businesses at Online Marketing Affiliate Indonesia and online marketing business performance variables at Online Marketing Affiliate Indonesia, while simultaneously the variables of entrepreneurial knowledge, entrepreneurial abilities, and work experience motivation are does not directly have a significant effect on the variable of increasing the success of online marketing business efforts at Online Marketing Affiliate Indonesia through the online marketing business performance variables at Online Marketing Affiliate Indonesia. Through the results of research that has been stated that to increase the success of the online marketing business in Indonesia, Online Marketing Affiliate Indonesia needs entrepreneurs who have more knowledge and skills regarding online marketing business and networks, as well as distribution channels.

Keywords Knowledge, entrepreneurship, entrepreneurial ability, work experience, business success ,business performance.

INTRODUCTION

Online Marketing Affiliate Indonesia is a collection of entrepreneurs in the field of online marketing, this organization is supported by entrepreneurs who are engaged in online marketing in various fields. In this organization there is a special channel for online sales channels, through this affiliate a place or channel is provided for the distribution of online sales items with various brands. Expert Opinion(Kauš kale & Geipele, 2017).In carrying out its activities, the Online Marketing Affiliate is not only a place for distributing goods but also as a gathering place for entrepreneurs in the field of

online marketing, both in the form of MSMEs and large-scale entrepreneurs. To become an entrepreneur in the field of online marketing. Entrepreneurs must have knowledge in the field of online marketing business, and have the ability to manage their business so that the business they start can develop and generate large income. In addition, entrepreneurs engaged in online marketing must have previous work experience in the online marketing field, with work experience in online marketing they can gain valuable knowledge and experience when starting to open an online marketing business.

Table 1 Number of Entrepreneurs in the Field of Online Marketing in Indonesia 2019-2023

Year	Number of Entrepreneurs in Indonesia (Person/Soul)	Number of Entrepreneurs in the Field of Online Marketing Throughout Indonesia (People/Soul)
2019	3,249,000	100,719
2024	3,456,600	107.155
2021	4,322,000	133,982
2022	5,415,000	167,865
2022	7,393,290	155.614

Source: Indonesian Manpower Office, 2024

Based on Table 1 above, it can be concluded that the number of entrepreneurs in the field of online marketing in the 2019-2023 period has decreased. Apart from the Covid-19 pandemic hitting online businesses, it is also because most of the entrepreneurs who are affiliated to the Online Marketing Affiliate organization do not yet have the knowledge, skills and work experience in the field of online marketing, with low or little knowledge, skills, and work experience. It greatly affects the business success of entrepreneurs who are affiliated in the Online Marketing Affiliate organization, the businesses owned by several people who are affiliated in the Online Marketing Affiliate organization are still many who do not have good performance, and have not developed because there are still several businesses that are

categorized as MSMEs,In this study, the independent variables are related to the things that must be owned by an entrepreneur, through the independent variables, namely entrepreneurial knowledge, entrepreneurial abilities and work experience, while the dependent variable is increasing business success in Online Marketing Affiliate, and the moderating variable is business performance (effort) in Online Marketing Affiliate. The purpose of this research is to find out and explain the variables of entrepreneurial knowledge, entrepreneurial ability and work experience affect the variables of increasing business success in Online Marketing Affiliate through moderating variables of business performance (business) in Online Marketing Affiliate.

LITERATURE REVIEW

Entrepreneurial Knowledge

Down(Bai et al., 2021) Entrepreneurial knowledge is something an entrepreneur does in creating products, and understanding the business or business he is involved in. Expert Opinion (Ballestar et al., 2018) Entrepreneurial knowledge is something that exists within the individual to discover new things, business concepts and creative business management. Expert Opinion(Banerjee & Bhardwaj, 2019) Entrepreneurial knowledge is an effort made in order to create a business concept that is in accordance with customer expectations by using a new and unprecedented concept. Expert Opinion (Baum et al., 2019) Entrepreneurship knowledge is an effort made in order to find new and unprecedented businesses with new methods and concepts. Expert Opinion (Bonnet et al., 2021) entrepreneurial knowledge of a person who runs a business well can be seen from his ability to manage the business he will develop, business development carried out through efforts to find new things about the business he will develop.

Entrepreneurial Ability

Expert Opinion(Brewer & Sebby, 2021) entrepreneurial ability is a process that exists in every time you set up a business, this ability exists because of the knowledge possessed by entrepreneurs in running the business that will be created..Expert Opinion(Campbell & Farrell, 2024) Entrepreneurial ability is a way to manage the business that will be pioneered properly and is expected to develop into many businesses. Expert Opinion (Desai & DeArmond, 2021) Entrepreneurial ability is something that every entrepreneur has in order to improve his business abilities so that they are more developed. Expert Opinion (Ferreira et al., 2021) Entrepreneurial ability is something that is owned by an entrepreneur in understanding all forms of business that are inherent and will be developed in such a way as to assist the community in providing quality goods.Expert Opinion(Filimonau & Uddin, 2021) entrepreneurial ability can be seen from the

great effort that every entrepreneur has to be able to understand, and run his business in accordance with the knowledge he has about the business to be built..

Work experience

Expert Opinion (Hossain, 2021) Work experience is a knowledge that a person must have about the work to be carried out. Expert Opinion (Hou et al., 2024) Work experience is an ability and knowledge possessed in the main tasks and fields to be worked on. Expert Opinion (Jacobson et al., 2024) Work experience is a set of knowledge and abilities possessed by each individual regarding their duties and responsibilities in accordance with their expertise. Expert Opinion (Kim et al., 2021) Work experience is an ability possessed by a person regarding work that has become his expertise in accordance with his job description. Expert Opinion (King et al., 2024) The work experience possessed by an entrepreneur demands more ability than previous businesses to be able to develop into a middle-class business, and even become big in the future with the ability to manage a business that entrepreneurs know the ins and outs of.

Business Success

Expert Opinion(Krishen et al., 2021) business success is a higher level of achievement that businesses have in order to improve business performance for the better. Expert Opinion (Kull et al., 2021) business success is the beginning of the success of building a business in order to improve business performance and be known to the public. Expert Opinion (Meek et al., 2019) business success is a business condition that will be developed to increase income and be able to increase production according to community needs. Expert Opinion (Palacios-Marqués et al., 2021) business success can be done if the business he pioneered can increase production capacity, and is able to create products that meet customer expectations. Expert Opinion (Perelygina et al., 2022) Existing business success can be seen from the ability possessed by entrepreneurs in running their business to develop and become a middle-

class business or become a big business.

Business Performance

Expert Opinion (Porcu et al., 2024) business performance is an ability possessed by every business that is run in order to improve the ability to produce new products. Expert Opinion (Schiavone et al., 2021) business performance is the final part of the development of the business that is made which is judged on the success and failure of the existing business. Expert Opinion (Wiener et al., 2018) business performance is a business that can be assessed in various ways, in order to produce good and bad work performance. Expert Opinion (Witell et al., 2024) business performance is the result of measurements made in order to improve the ability of the business to produce products that are in accordance with the needs of the community. Expert Opinion (Yu et al., 2021) business performance can be described as a measurable result which can be in the form of an increase in performance and a decrease in performance which is indicated by an increase in income or a decrease in income from the results of the business.

RESEARCH METHODS

The research method used is descriptive quantitative. In this study the independent variable

is related to things that must be owned by an entrepreneur, such as entrepreneurial knowledge variables, entrepreneurial abilities and work experience, the dependent variable is increasing business success in Online Marketing Affiliate, with moderating variable business performance (business) in Online Marketing Affiliate, Analyze data using AMOS 18, and the data taken is data on the number of entrepreneurs engaged in online marketing who are affiliated in the online marketing business (business) performance at Online Marketing Affiliate during 2019-2023 years. For quantitative descriptive data analysis, which was carried out by using path analysis using AMOS 18 The population of this study were entrepreneurs in the field of online marketing affiliated to the Online Marketing Affiliate as many as 155.614 people/person, the sampling technique in this study using simple random sampling method, Expert Opinion (Laaccourreya et al., 2021) The sampling technique using the simple random sampling method is a sampling technique in which the sample is taken randomly through the results of continuous observations. In this case the sample is taken to represent entrepreneurs in the field of online marketing affiliated to the Online Marketing Affiliate as many as 399 workers, the sampling is calculated using the slovin formula whose data is taken through distributing questionnaires via email to each entrepreneur.

RESULTS AND DISCUSSION

Regression Weights Analysis

Table 2 Regression Weights Composite Model

	Estimate	SE	CR	P
Knowledge of Entrepreneurship Business Success in Online Marketing Affiliate	.264	.456	.352	-.229
Entrepreneurship Ability Business Success in Online Marketing Affiliate	.289	.252	.370	.256
Work experience Business Success in Online Marketing Affiliate	-.215	.362	-.485	-.367
Entrepreneurship Knowledge <- Business Performance	.272	.246	.222	.232
Entrepreneurship Knowledge <- Business Performance	.366	.264	.280	.345
Work experience Business Performance	-.229	.374	-.336	-.359

Source: Data processed, 2024

Table 3. Composite Model Regression Weights

	Estimate	SE	CR	P
Business Performance - Business Success in Online Marketing Affiliate	.225	.062	.159	.312

Source: Data processed, 2024

Table 4 Standardized Regression Weights Composite Model

	Estimate
Entrepreneurship Knowledge <--- Business Success in Online Marketing Affiliate	.264
Entrepreneurship Ability Business Success in Online Marketing Affiliate	.289
Work experience Business Success in Online Marketing Affiliate	-.215
Entrepreneurship Knowledge <--- Business Performance	.272
Entrepreneurship Ability Business Performance	.366
Work experience Business Performance	-.229

Source: Data processed, 2024

Table 5 Standardized Regression Weights Composite Model

	Estimate
Business Performance - Business Success in Online Marketing Affiliate	.225

Source: Data processed, 2024

Based on the results of the Composite Model Regression Weights analysis in Tables 2 and 3, it can be concluded that only the entrepreneurial knowledge variable and entrepreneurial ability have a significant effect on the online sales business success variable at Online Marketing Affiliate Indonesia and the online marketing business performance variable at Online Marketing Affiliate

Indonesia, the value estimate of these two variables is 0.264 and 0.289 is greater than the significance level of 0.05. In addition, the online marketing business performance variable at Online Marketing Affiliate Indonesia has a significant effect on the success variable of online sales efforts at Online Marketing Affiliate Indonesia, the estimate value of this variable is 0.225, which is greater than the significance level of 0.05.

Table 6 Direct Effects

	Business Success in Online Marketing Affiliate	Business Performance
Entrepreneurship Knowledge	.263	.271
Entrepreneurship Ability	.279	.365
Work experience	-.214	-.227

Source: Data processed, 2024

Table 7 Standardized Total Effect

	Business Success in Online Marketing Affiliate	Business Performance
Entrepreneurship Knowledge	.319	.324
Entrepreneurship Ability	.225	.263
Work experience	-.217	-.235

Source: Data processed, 2024

Table 8 Direct Effects

	Business Success in Online Marketing Affiliate	Business Performance
Business Success in Online Marketing Affiliate	.000	.225
Business Performance	.331	.000

Source: Data processed, 2024

Table 9 Indirect Effect

	Business Success in Online Marketing Affiliate	Business Performance
Entrepreneurship Knowledge	.244	.360
Entrepreneurship Ability	.239	.363
Work experience	.235	.349

Source: Data processed, 2024

Based on Table 9 above, it can be concluded that the entrepreneurial knowledge variable has an indirect effect on the variable of increasing the success of online marketing business efforts at Online Marketing Affiliate Indonesia through the online marketing business performance variable at Online Marketing Affiliate Indonesia, from the output results obtained an estimated value of 0.244 is positive. The entrepreneurial ability variable has an indirect effect on the innovative and creative product variable and has an indirect effect on increasing the success of the online marketing

business at Online Marketing Affiliate Indonesia through the online marketing business performance variable at Online Marketing Affiliate Indonesia, from the output, an estimated value of 0.239 is positive. ,

CONCLUSION

Based on the results of research analysis, the conclusions that can be drawn are that partially the entrepreneurial knowledge and entrepreneurial ability variables have a significant effect on the variables of increasing the success of online

marketing business efforts at Online Marketing Affiliate Indonesia and online marketing business performance variables at Online Marketing Affiliate Indonesia, while simultaneously the variables entrepreneurial knowledge, entrepreneurial ability, and work experience motivation indirectly significantly influence the variables of increasing the success of online marketing business efforts at Online Marketing Affiliate Indonesia through online marketing business performance variables at Online Marketing Affiliate Indonesia. Through the results of research that has been stated that to increase the success of the online marketing business in Indonesia, Online Marketing Affiliate Indonesia needs entrepreneurs who have more knowledge and skills regarding online marketing business and networks, as well as distribution channels, with this knowledge and ability about online marketing business, it is hoped that it can improve business performance and businesses will develop into middle-class businesses as well as upscale businesses..

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