

Housewife Online Store Business Motivation In Patrang And Sukorambi District, Jember

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ABSTRACT

There are very many housewives doing online shop business in Jember, there has been no previous research or data from BPS that mentions the number. We applied a qualitative research method, with a total of 3 informants according to the criteria we specified. The analytical method is coding, data classification, core categorization, analyzing the units of meaning in categories, looking for relationships between categories and reporting results. Research findings 1. The net income of housewives doing online shop businesses has decreased, due to tough competition and the effects of the 2019 pandemic. 2. These online business actors have been running their business for more than 4 years. 3. The development that was carried out was to start posting products on marketplaces such as Shopee. 4. From an economic motivation perspective, they thought that opening an online store business could help the family's economy a little. Motivated from a religious perspective, they stated that the sustenance had already been arranged. The social side, that by having an online store business will have many friends 5. The satisfaction that is very pleasant for them is when the buyers are busy, their enthusiasm is hampered by giving false hopes.

Keywords : Motivation; Business; Online; Sukorambi; Patrang.

1. INTRODUCTION

Technology is a part of human life, especially now during the industrial revolution 4.0, almost all activities of human life take advantage of technological sophistication. Speaking of technology, of course we have very often heard the word information technology, we certainly have felt the positive benefits of advances in information technology. The development of information technology has facilitated human work, one of which is in the economic field. We all know that currently buying and selling activities are very easy, just using a smartphone, all you have to do is order and our ordered goods will arrive at our house. This technological advancement is part of a gift from Allah SWT for which we must be grateful because Allah gave humans reason.

Advances in information technology play an important role in economic development, easier access to information will create various ease of transactions between producers and consumers, between traders and buyers. This convenience is reflected in the proliferation of various e-marketplaces such as Buka Bukalapak, Tokopedia, Shopee, Lazada and so on. We can see the business phenomenon that has occurred in society, namely since the development of social media and e-marketplaces, people's buying behavior tends to lead to online purchases.

E-marketplaces do provide various conveniences to consumers who are looking for the product they want to buy. The e-marketplace application is very easy to operate, consumers can even sort from the lowest to the highest price of each product they are looking for, they can also search for the most reviews of each product. This convenience and other conveniences indeed make consumers who like to shop online enjoy online shopping more and more.

The business phenomenon where people in today's era really like to shop online has shifted the old habit of visiting stores in person. Shopping online does have many advantages, but of course there are drawbacks, namely that we only see products based on pictures, not seeing the products directly. This online shopping phenomenon has made many changes in the world of buying and selling. We can see together how quiet the shops are still using the old marketing concept, in fact many of these shops have had to go out of business. The point is, like it or not, shop owners or sellers who don't have shops have to follow a new style of trading, namely through online using e-marketplaces such as Tokopedia or being marketed on social media such as Instagram and Facebook.

Currently, the business world's turnover is getting faster, meaning that whoever updates the information has the opportunity to build a business earlier, can maintain the continuity of the business so that in the future it can grow even more. The sophistication of information technology in this era, of course, must be balanced with the scientific development of every business actor, including traders, at least they must always adapt to the development of marketing methods or methods from time to time.

Speaking of a business, of course we are no strangers to the words online shop that have mushroomed lately. Online store business activities do provide many advantages for the perpetrators. In accordance with the discussion at the beginning that whoever knows the information beforehand, they can practice it first. Based on this discussion, there is another phenomenon, namely online store business activities, which are currently mushrooming, creating intense competition. This competition has resulted in price wars and service wars and ultimately the income of these online store business actors has decreased from year to year because the online shop actors are increasing or increasing.

The intense promotion on television has made it easy for everyone to get information regarding various e-marketplaces such as Shopee. The existence of this information was responded by many people to learn to shop at Shopee, then they developed, not only shopping again, but they deliberately bought with the aim of reselling through

social media. Finally, online store players increased, while their previous buyers no longer glanced at them because these buyers had started to be smart about buying them directly on e-marketplaces such as Tokopedia and Shopee. Departing from these various phenomena, a large number of online shop actors were born, especially during this pandemic. In real terms, many housewives do business in online shops, both in cities and in rural areas. Many of these online shop operators complain about a decrease in revenue from year to year because competition is getting tougher.

The basic logic is that if in previous years this housewife bought products to be resold by buying them on the e-marketplace and then posting them in the buying and selling group on Facebook then of course it would be smooth (selling) but at that time. It's different this year because people (old customers) already understand very well about e-marketplaces so they will buy themselves in the e-marketplace.

Based on our initial observations, there are very many housewives who carry out online store business activities in Jember district and of course it cannot be counted with certainty because there has been no previous research or data from BPS which mentions the number of online store operators in Jember district. We write many statements based on surveys on posts in buying and selling groups on Facebook where the average poster is a housewife.

Quite a number of housewives who operate online shops come from the Patrang sub-district and the Sukorambi sub-district, Jember. Referring to this, we feel interested in focusing this research on these two sub-districts because in fact these two sub-districts are very close to the center of Jember city. Apart from being close to the city center, these two sub-districts are actually very close to the post office and various goods delivery companies such as JNE, JNT, SICEPAT, ANTER AJA and so on.

We will direct the implementation of this research to qualitative research methods. Supporting our interest in this research, the following is a description of the income of 3 housewives who operate online shops that we had the opportunity to communicate with them.

Table 1.1 Net Income of Online Shop Housewives

Number	Name	Subdistrict	Net Income In Year			
			2018	2019	2020	2021
1	Uzlifatul Jannah	Patrang	7.000.000	5.250.000	4.400.000	3.900.000
2	Saidatus Sholihah	Sukorambi	8.400.000	6.000.000	5.175.000	4.350.000
3	Fasta Biquil Khoirot	Patrang	5.700.000	4.800.000	4.000.000	3.650.000

Source: Data Processed 2022

Recognition from housewives who do online shops that their net income has been calculated from gross income minus all costs. According to them, examples of costs incurred include: Transportation costs for delivering the ordered goods to the Post office or to JNE, packing fees and fees for buying data packages for easy surfing in finding merchandise and promoting or posting the products they will sell. They include details in detailing the calculations to get the net income value of the business they are working on.

A question mark arises in our minds regarding this real situation where actually the net income of housewives who run online shop businesses is quite small, they have continued to survive until now. It also makes us curious about how other online shop operators are, considering that the 3 people we mentioned above are online store business actors who are considered old and have high incomes according to other online store business actors. You can imagine how much the net income of the online shop operators under them is, especially during this pandemic and full of competition.

The formulation of the problem of this research.

1. What is the motivation for the online store business for housewives in the Patrang sub-district and Sukorambi subdistrict, Jember Regency?
2. What is the condition of housewives who operate online shops in the Patrang sub-district and Sukorambi subdistrict, Jember Regency?

The purpose of this research.

1. Identify the factors that motivate housewives in the Patrang and Sukorambi sub-districts in running online shop businesses.
2. Finding new solutions for housewives doing online shop business so that their income does not decrease drastically.

The benefits of this research are as follows.

1. It can be a small reference contribution for the development of science, especially in the field of human resource management.
2. Can provide additional information for further research related to research on the theme of business motivation, especially related to online shop businesses run by housewives.
3. Can be input for readers, especially those who are or will be doing online store business.

2. LITERATURE REVIEW

Motivation is the driving force from within to carry out activities to achieve goals. (Sardiman, 2006). Motivation comes from the Latin word *movere* which means encouragement or giving a driving force that creates enthusiasm for someone's work so that they want to work together, work effectively, and integrate with all their efforts to achieve satisfaction. (Hasibuan, 2005). Business is all activities carried out by humans in order to achieve certain goals. (Sudjana, 2006). Effort is the activity of exerting energy, mind, or body to achieve a goal; deed, work, initiative, endeavor, effort to achieve something. (Muhadjir, 2016). Shop means a shop where goods are sold. (Muhadjir, 2016). Whereas online can be interpreted simply as something based on telecommunications and multimedia (computers and

the internet). Based on the Big Indonesian Dictionary, the definition of a housewife is a mother who only takes care of the family.(Muhadjir, 2016).Personal characteristics include personality, attitudes, interests, past experiences and expectations. (Robbins, 2008).Perception is a unique interpretation of a situation. (Luthans, 2006).

Work motivation or business motivation is a person's perception of his work, feelings of liking his work and this can be seen from his attitude and behavior. Behavior can be interpreted simply as actions carried out by individuals. Every behavior carried out by individuals certainly contains meaning, people behave can be good or bad. The point is that in actual behavior it can show a person's personality and motivation.

Previous research found the results of the research that motivation influences the interest of housewives in entrepreneurship online, and the family environment influences the interest of housewives in entrepreneurship online. (Sucipto, 2019).The previous study with the title information literacy research on entrepreneurial motivation for housewives in the Nagasari subdistrict, West Karawang district resulted in findings that housewives already had entrepreneurial information literacy skills. (Khadijah, 2016).

Referring to the theoretical basis and previous research, we can arrange the framework of this research as follows.

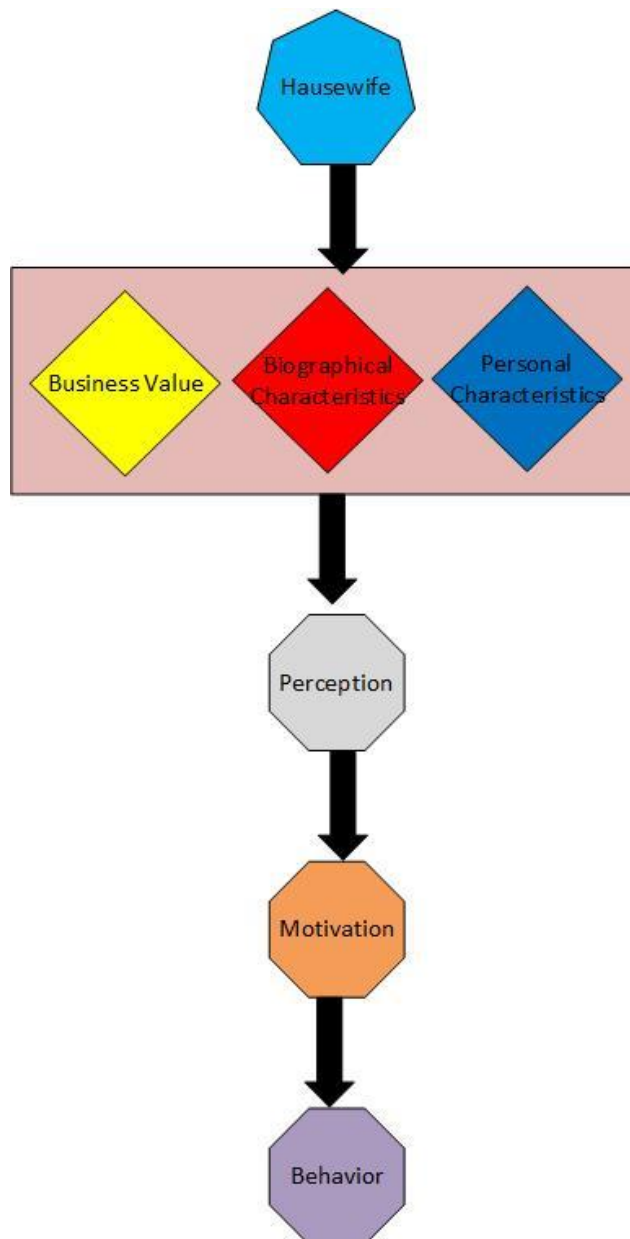


Figure 2.1 Thinking Framework

3. RESEARCH METHODOLOGY

The qualitative research method is a research method based on the philosophy of postpositivism, used to examine natural objects, the researcher is the key instrument, data sources are collected purposively and snowball,

triangulation or combined research techniques, data analysis is inductive/qualitative and the results of qualitative research emphasizes meaning rather than generalization. (Sugiono, 2008).

Our research is a research that implements qualitative methods. In our research, efforts will also be made to be able to understand situations or social conditions, possibly later to find patterns, hypotheses and theories that are in accordance with real conditions in the field.

Qualitative research does not start from something empty but is carried out based on one's perception of a problem. (Moleong, 2006). This research focuses on the business motivation of IRT (Housewife) and the factors behind these housewives running a business by opening online shops in Patrang and Sukorambi Districts, Jember. Our research was deliberately focused on two sub-districts, namely Patrang and Sukorambi, Jember Regency, because we assumed that these 2 sub-districts could represent the condition of other sub-districts that are part of Jember Regency. These two sub-districts are sub-districts directly adjacent to the city center of Jember. Based on a marketplace search on Facebook, many IRTs have opened online shops from the sub-district.

The main data sources in qualitative research are words and actions, the rest are additional data such as documents and so on. (Moleong, 2006). Primary data is data that comes from interviews and observations of informants or respondents. The data sources in this study are housewives who have online store business activities in the Sukorambi and Patrang sub-districts, Jember district. Secondary data is additional data that contains information that can complement the primary data. Secondary data can be in the form of archives or data in the form of documents that can be obtained from many sources. Secondary data can also be in the form of photos and other data related to this research. Additional data in the research we conducted were from the Jember district BPS.

The procedure for determining the sample in qualitative research is to determine key informants, it can also be from social situations that are in accordance with the focus of the research being carried out. (Bungin, 2003). Qualitative research can indeed depart from a unique and complex social phenomenon. The object of our research is housewives who run online shop businesses in two districts, namely Sukorambi District and Patrang Jember District. We will use these housewives as resource persons for this research. The sample in this study were 3 people, determining the number of samples, of course, was adjusted to the criteria previously determined by the researcher.

The criteria for determining the sample, among others, can be seen from the length of time doing online shop business has been more than 4 years, why is 4 years the reference because basically the number of online store businesses carried out by housewives has increased since 2018. Phenomenological study approach in research qualitative research can recruit 10 people, if saturation is obtained before that, you can interview less than 10. (Nastasi, Bonnie K; Hitchcock, 2016). Phenomenological research is a type of qualitative research that looks at and hears closer and detailed explanations and individual understanding of experiences - the experience.

The main data collection techniques in qualitative research are participant observation, in-depth interviews, documentation studies and a combination of the three which is usually called triangulation. (Sugiono, 2008). Data collection tools are more for researchers as the main instrument in implementing their role in research. The data collection method in our research was semi-structured interviews, meaning that these interviews were conducted more freely and openly where informants would be asked to express their opinions and express ideas. also know the purpose of the interview. The interviews were carried out to the point of saturation so that we as researchers could not find any more information.

Analysis of qualitative research data is the result of in-depth findings through a non-numerical approach, in other words, non-statistical. (Istijanto, 2008). The next important part is the data processing technique stage. Starting from: 1. Coding 2. Classification of data 3. Categorization. 4. Analyze the units of meaning in categories. 5. Look for relationships between categories. 6. Make a report on the results of the analysis told or described into a draft research report.

The final part of the data analysis method is data validation. Data validation is an important part of measuring the level of confidence whether the research results match the facts in the field. Data validation in our study will use the member check technique. Member checking is the process of checking data by researchers to data providers, while the purpose of checking is to find out how far the data obtained is in accordance with what was given by the data provider. (Sugiono, 2008).

4. RESULTS AND DISCUSSION

Business conditions for housewife online shops in Patrang and Sukorambi sub-districts, Jember district. The condition of his business is experiencing a decline in sales and revenue, especially since the Covid 19 pandemic hit. The decline in the level of sales and income was also caused by increasing competition between online business actors. . Various marketing strategies are carried out by housewives who own this online store business. One of their strategies is to utilize all social media services, starting from Facebook, Twitter, IG, WhatsApp and so on. The online store business actors in this study also understand the importance of building trust and good emotional relationships. Based on the informants we have met and conducted interviews, they think that the most important thing is to do good to others first, in this case to prospective buyers, buyers and loyal buyers. Regarding sustenance in the form of increased sales of their merchandise, someone has arranged it, there is God who arranges everything, so we just have to have faith in God by praying and making efforts. Business actors also have the belief that in trading there must be ups and downs.

Informant profiles, we generally understand housewives as a wife whose job is to take care of household chores in a complex family. The current phenomenon is that many housewives apart from running household activities also help their husband's role in economic matters while not leaving their main obligations. The phenomenon of housewives owning online shop businesses has been developing for quite a long time, especially in the 2 sub-districts in Jember district, namely Patrang and Sukorambi sub-districts, considering that these 2 sub-districts are indeed very strategic

because they are very close to the center of Jember city. We made the online store business actors, in this case housewives, informants, 2 people came from the Patrang District and the next 1 person came from the Sukorambi District. 3 Our informants are all high school graduates and they have been doing this business for more than 4 years. We feel that the three of them are very suitable to be used as informants because they have met the criteria we mentioned including business continuity and their sales data which is quite detailed. From these 3 informants we have received complete information and there have been no further developments or findings. Our 3 informants very clearly explained in detail their experiences regarding the online store business that they had built since 2017 / 2018.

Factors Affecting Housewives' Online Shop Business in Patrang and Sukorambi Districts, Jember Regency.

Our informants have been running this online shop business for more than 4 years, both informants 1, 2 and 3. They said that the longer they run an online shop business, the more challenges they have to face. Apart from the challenges, there will also be many opportunities to get business benefits, the most important thing is always willing to update knowledge, especially in selling online. These housewives informed us that they would not leave the online shop business as long as there were opportunities to make a profit. As long as the business they run does not interfere with household chores, they will always try to develop it, especially if they have been running the business for a long time.

Housewives who do online businesses are still motivated to do this business because they have experienced the pleasure of getting the benefits of online trading. They remain motivated to do business online even though their net income decreases from time to time. Informant 1 stated that "as long as I get profits I am still motivated to do this business because this business does not interfere with the main obligations of a housewife, consider it as filling spare time". Informant 2 stated that "related to passive income fluctuating, as long as there is profit, even if it's a little, I'm still motivated by this business, I also have a hobby of running this kind of business". Informant 3 stated that "no matter how much income and as long as there is no loss, I will continue to sell online, Allah provides sustenance, we make endeavors and pray".

Ability in simple terms can be interpreted as expertise in carrying out various tasks and a work or business activity. Based on the results of the study that ability influences business motivation, housewives state that the more they understand the knowledge about the products they sell, the easier it is to market them. They also informed that the way to communicate and serve buyers must also be further improved by learning a lot from books, browsing, YouTube, friends and so on. Informant 1 stated that "I developed social media mastery skills starting from Facebook, WA, Instagram, Twitter and so on, besides that I tried to develop communication skills and establish communication with customers because that way sales increased and I was more motivated to try". Informant 2 stated that "the ability to attract customers with a competitive pricing strategy is very pleasing in my opinion". Informant 3 stated that "of course improving marketing skills, starting to learn to post products on marketplaces such as shopee has also been done, the point is that skills must be cultivated and willing to always learn".

IRT Background Choosing an Online Store Business. Informant 1 stated that "the background of choosing an online store business is to fill free time and use cellphones to make money, intending to sell online himself after being tempted by the income of his older brother who also owns the same business, starting a business since 2017 and Alhamdulillah very supported by his family". Informant 2 stated that "the background of choosing an online store business is to fill my free time, I intend to sell online since 2018 until now and this has received great support from my family". Informant 3 stated that "the background of choosing an online store business was initially trial and error and it turned out to be profitable, I intend to run my own business since 2018 and I am very grateful because my family is very supportive".

Overview of the Ideal Online Store Business for IRT First from the revenue side, both from the development side and third from the sustainability side. We translate simply that the ideal IRT online shop business is a relatively high net income per month, development in the form of more product items being sold and increased sales, then continuing normal business to run continuously and from time to time the level of this business actor increase, which initially was only a dropshipper, for example, increase with the stock of goods, then you can become an importer so that the products sold to end consumers can be relatively lower than market prices in general.

It is hoped that in the future, housewives online store businesses have hopes that their online store businesses will continue to exist and continue to be able to provide benefits even though the current competitive conditions are increasingly high. Informant 1 stated that "in the future I want to develop knowledge related to the online shop business so that my business is still there and running". Informant 2 stated that "developing knowledge related to online marketing by reading literature both books and browsing results.". Informant 3 stated that "want to develop online marketing knowledge so that everything is more managed and the business is growing more rapidly".

Sources of motivation, A. Economic Motives, housewives who run online shops also have economic motives that encourage them to run their businesses. Informant 1 said that "basically I run an online shop business not to meet my household needs and my needs, but indeed I admit that the income from my online shop business can meet my and my children's snack needs". Informant 2 said that "the income of my online shop business is not sufficient to meet family needs but is enough to buy knick-knacks such as cell phone accessories, headscarves and so on". Informant 3 said that "the income from my online store can help a little to meet family needs, not full. B. Religious motives, religion is a brake in this life, people who really love their religion and carry out their religious orders tend to have strong faith and this will provide strong motivation in carrying out various positive activities in life. Coincidentally, our informant is a graduate of Madrasah Tsanawiyah and Madrasah Aliyah, which according to my understanding, these two levels of school prioritize religious education. The three informants stated that they were running an online store business not just for profit or pursuing a hobby but also towards a part of worship. They are very aware that helping their family's economy a little is also part of worship. C. Social motives, our informants explained that by opening an online shop they become more existent in living this life, especially when they stay in

touch with family and friends (essentially there is something to talk about). D. Job satisfaction, this housewife who owns an online store stated that job satisfaction in running an online store business lies not only in receiving profits from sales. They are very satisfied when buyers are busy and communicate with them a lot. They also state that they are very satisfied if their income can be made to buy something they really want and for something useful.

Factors inhibiting business motivation, online store business activities carried out by housewives certainly have motivational barriers. Based on the facts in the field, they told me that giving false hopes or ordinary PHP in short is the most tiring and demotivating business. When merchandise is owed it also becomes an obstacle to business motivation plus it is saturated, consumers are buying less and less every month and the stock of goods is running out and at that time there are people who want to buy it.

5. CONCLUSIONS AND RECOMMENDATIONS

In conclusion, the net income of housewives doing online shop businesses has decreased due to high competition and the effects of the pandemic in 2019. These housewives still have a strategy by following all available social media, including creating a Whatsapp group. They have been in business for more than 4 years. They all stated that they would continue the online store business as long as it did not interfere with their work as housewives. As long as you're making a profit. They started posting products on marketplaces such as Shopee and Tokopedia. They started this business initially by trial and error. Desires related to the ideal conditions that are expected to be in the form of upgrading online marketing knowledge, existing businesses and getting profits. In terms of economic motivation, they think that online shop businesses can help the family economy. Motivated from a religious perspective, they stated that the sustenance had already been arranged. The social side, supports the increase in the number of friends. The satisfaction that is very pleasant for them is when the buyers are busy and the thing that can hinder their enthusiasm in running this online shop business is the presence of false hope givers (PHP).

Suggestions, 1. One strategy for dealing with PHP buyers (False Hope Givers) is to create product advertisements in which it is clearly written regarding the use of the product, its price, the location of the seller, the seller's cellphone number, the seller's account number, the marketplace link and other things that are essentially provide detailed information to prospective buyers. 2. Housewives doing online shop business are strived to be smart in running their business with the concept of understanding Coopetition (Cooperation and Competition). The point in trading is that there must be competitors, competitors have their own sustenance, therefore it is necessary to have broad thinking in the form of cooperating with competitors. 3. Fellow online store business actors, this housewife should form an association for joint development.

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