

ABSTRACT

The influence of the Shopee online shopping platform on students' entrepreneurial interest, especially at Telkom University. This research was conducted to identify the relationship between Shopee use and interest in entrepreneurship, with a focus on the younger generation, especially Generation Z. Through a quantitative approach, numerical data was collected from 150 students and statistical analysis was carried out to find practical solutions. Data was collected using a clearly and concisely designed questionnaire. This quantitative method utilized survey techniques by distributing questionnaires. The data analysis in this study is statistical, aiming to test the formulated hypotheses. Descriptive analysis shows that digital security awareness aspects play an important role in selecting an e-commerce platform. The highest score on digital security awareness indicates that students prioritize this factor by choosing Shopee as their online shopping platform, which also contributes positively to their interest in entrepreneurship. The main findings of this study indicate a significant positive relationship between the use of e-commerce through Shopee and interest in entrepreneurship among Telkom University students.

However, this research also identified a lack of knowledge about entrepreneurship through e-commerce among students. The lowest score for this item measuring knowledge indicates that there is potential to improve education and knowledge related to entrepreneurship by using e-commerce platforms such as Shopee in academic settings. Overall, every increase in Shopee e-commerce usage is significantly correlated with an increase in interest in entrepreneurship among Telkom University students. These results show that Shopee is not only a shopping platform, but also a source of valuable information to support students' entrepreneurial desires. With its influence reaching more than half of the entrepreneurial interest variables, Shopee makes a significant contribution to predicting entrepreneurial interest in the academic world.

The study also highlights Shopee's growing popularity among the younger generation, especially Gen Z. Factors such as digital security, ease of transactions, and innovative features have helped build Shopee's reputation as the top choice for online shopping and starting small businesses among students worldwide. The implications of this research provide a solid foundation for educational institutions and e-commerce platform developers to increase understanding and use of technology to support entrepreneurship among the younger generation. Therefore, this research not only provides insight into the positive influence of Shopee on entrepreneurial interest, but also highlights the challenges and opportunities for increasing digital literacy and entrepreneurship among students, making a significant contribution to the development of more effective educational strategies in supporting students' interest in entrepreneurship.

Keyword – E-commerce, interest in entrepreneur, online shopping shop