

# **East Java Msme E-Commerce Opportunities In The 4.0 Era Innovative Entrepreneurship Management Development**

**Elya Kurniawati, Imamul Huda Al Siddiq, Idris**

Universitas Negeri Malang

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## **ABSTRACT**

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E-commerce is an innovation employed by East Java Micro, Small, and Medium Enterprises. It is used to seize opportunities in developing innovative entrepreneurial management. Innovation is crucial for business entities' survival in the 4.0 era, including Micro, Small, and Medium Enterprises (MSMEs). Exploiting opportunities and innovations is the key to creating new products that ensure MSMEs survival. The purpose of this research was to determine the following perceptions: (1) e-commerce opportunities in influencing consumer satisfaction and trust, (2) e-commerce opportunities in providing the best customer service, (3) e-commerce opportunities in satisfying customer expectations, (4) e-commerce threats to MSMEs. This research is quantitative descriptive research. The research method used was a survey method utilizing questionnaires and interviews on East Java MSMEs. Data analysis used Pearson Correlation Product Moment analysis. The research results exhibited the following e-commerce opportunities: (1) influences satisfaction and trust in performing transactions, (2) provides the best service, (3) satisfying customer expectations, (4) not being a threat to MSMEs.

**Keywords:** Era 4.0, Innovative Management, MSMEs, E-Commerce