

THE INFLUENCE OF USING E-COMMERCE, LOCUS OF CONTROL AND INNOVATION ON BUSINESS PERFORMANCE OF THE BENGKALIS RESELLER ACTORS

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ABSTRACT

The rapid development of business is triggered by factors such as information technology, transportation, economy, socio-culture, politics, and organizational elements. New terms such as e-commerce and e-learning reflect complex advances in information technology. This study aims to determine the influence and how much Influence of Using E-commerce, Locus of Control and Innovation on Business Performance of the Bengkalis Reseller Actors. This study uses a quantitative method using a non-probability sampling method with purposive sampling. The sample in this study was 100 respondent's, data processing used the IBM SPSS version 27 application with multiple linear regression analysis testing which included validity tests, reliability tests, T-tests, F tests, and the coefficient of determination (R^2). The results of this study indicate that : 1) Using of E-commerce has a positive and significant effect on Business Performance of the Bengkalis Reseller Actors, 2) Locus of Control has a positive and insignificant effect on Business Performance of the Bengkalis Reseller Actors, 3) Innovation has a positive and significant effect on Business Performance of the Bengkalis Reseller Actors, 4) the coefficient of determination (R^2) is 0.708. This means that Using of E-Cpmmerce, Locus of Control and Innovation affect Business Performance of the Bengkalis Reseller Actors by 70.8% while the remaining 29.2% is influenced by other variables not examined in this study.

Keywords: *Using of E-Commerce, Locus of Control, Innovation, Business Performance*