

FACTORS THAT INFLUENCE SUCCESSFUL ONLINE BUSINESS AMONG STUDENTS IN UNIVERSITI MALAYSIA SABAH

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ABSTRACT

The study aims to identify the factors that influence the success of online business among undergraduates from Universiti Malaysia Sabah. This exploratory study involved 30 students from the Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah. The students were chosen using the convenient sampling method. The research tool used was a questionnaire. The result was analyzed using descriptive as well as inferential methods. The result revealed that the knowledge of financial management, time management as well as marketing skills and usage of the mobile app was the factors that influence the success of the online business among the students.

INTRODUCTION

Nowadays, the world rotates with time. Various forms of progress have been achieved and enjoyed by all walks of life. With the advent of the technology era, everything can be done easily and quickly. One of the advances achieved in the current era of technology is the application of the internet in daily life. The rapid development in this communication technology has changed the pattern of human life. The term 'the world is at your fingertips' is often used to describe the situation. Through the use of the internet, all daily affairs can be done online.

There are several benefits of the internet in the field of trade that makes it easier for traders to find information about the business, add business knowledge easily and practically, thus making it easier for traders to enter goods to be sold according to the wishes of buyers and easier for traders to promote their products to buyers. Such matters include the payment of bills and taxes, connecting an individual with the outside world and conducting business transactions. Online 'buying and selling' or online business are also known as e-commerce is a concept that is gaining ground among traders and buyers in the country.

Online businesses are very popular and favoured by the community nowadays. In Malaysia, internet or online business activities are becoming more popular and popular at the moment, in line with the development and economic progress at the globalization level.

In addition, internet business is not only for large companies but also for small companies. Although some businesses have a permanent job or do not work, they can also run this business to earn income. Among the products offered in this internet business include beauty products, health, clothing, accessories and so on. Various websites have been created by traders to market their company's products to make it easier for buyers to make choices. According to Adam Afiq (2012), internet business is an online business where it uses the internet as an intermediary medium between sellers and buyers. The Internet offers a variety of opportunities and added value to the business which in turn gives lucrative returns if managed well.

PROBLEM STATEMENT

Online businesses are becoming increasingly popular and gaining a warm response from the community in this era of globalization. Of course, the youths are the ones who are increasingly daring to take steps to run an online business. Among the popular online

businesses among consumers in Malaysia are Lazada, Mudah.my, Lelong and many more. Online business has now become a trend so that there are traders who earn thousands of dollars a month by just opening a business online. Although it is seen as a positive effect, some of these businesses cannot last long due to mistakes in running the business. According to Shahabudeen Jalil Kamarul Jaman, CEO of DC Wholesale Center (2014), the weaknesses of online business need to be improved if we want to make business a field that can provide lucrative returns, as a job and can be inherited by children. grandson.

Running a business whether online or not is not as easy as expected. This is because entrepreneurs will face obstacles when starting and running their businesses (Alstete, 2002). Technology has helped the community a lot in providing various benefits, especially to the youth, such as in doing business online. In addition, initiatives provided through the development of Digital Hub by the Ministry of Communications and Multimedia (KKMM) through the Malaysian Digital Economy Corporation (MDEC) also provide opportunities and encouragement to young people to succeed in venturing into online business or electronic commerce according to *Harian Metro* newspaper (2017). This problem arouses the interest of researchers to study what are the factors that motivate young people, especially students to venture into this field of online business successfully.

RESEARCH QUESTION

The overall research question is as follow:

What are the factor factors that influence successful online business among students in UMS?

The specific research questions are following as:

1. Do student financial management factors help to the success of online business?
2. Do student time management factors help to the success of online business?

3. Do students' skills in marketing and the usage of mobile apps help to the success of online business?

RESEARCH OBJECTIVE

The overall research objective is to identify factors that influence successful online business among students in ums. The specific research objectives are as follows:

1. To Identify whether student financial management factors contribute to the success of an online business.
2. To analyze whether student time management factors contribute to the success of an online business.
3. To determine whether students' skills in marketing and the usage of mobile apps contribute to the success of an online business.

CONCEPTUAL FRAMEWORK OF THE STUDY

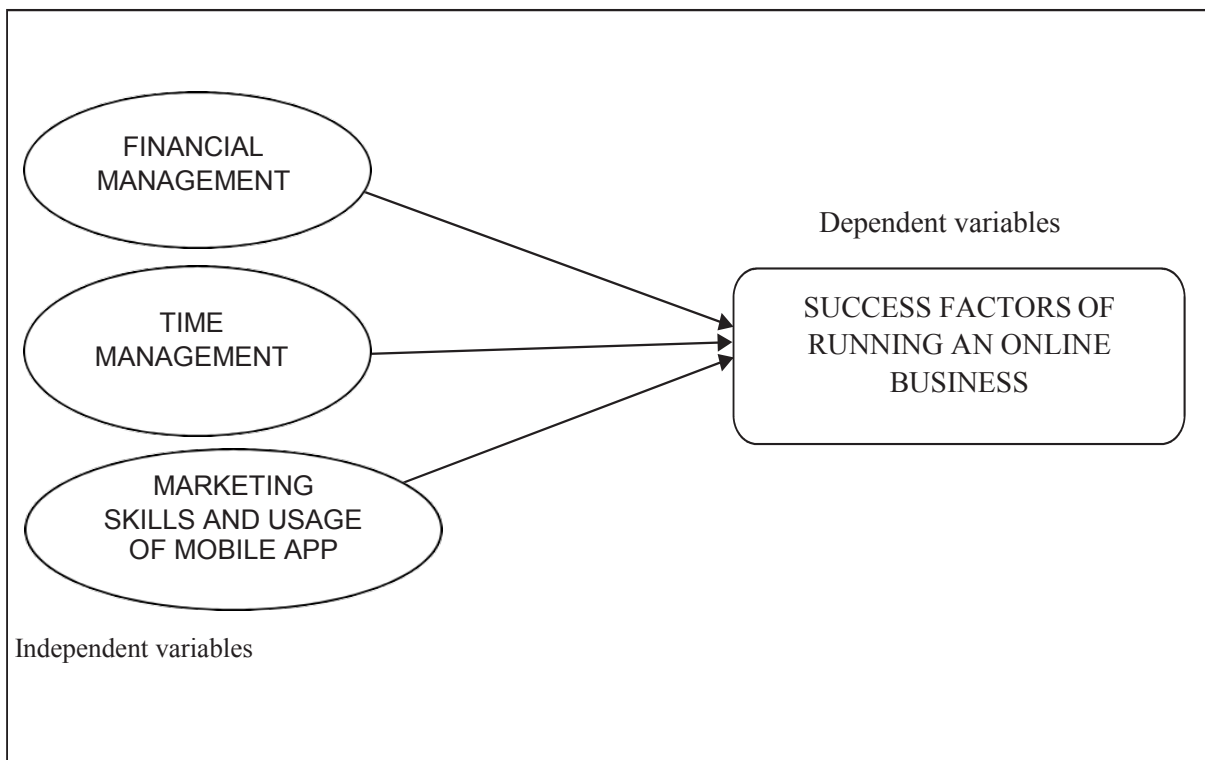


Figure 1 Conceptual framework of the study

LITERATURE REVIEW

Online Business Success

Online business is highly encouraged, especially among students, especially students of higher learning such as IPTA and IPTS. However, starting an online business is not as easy as expected and planned. According to Othman et al. (2009) students are interested in entrepreneurship and want to open a business

at the university. but is hindered because of too many constraints. In addition, the constraints encountered can inhibit a person's desire to engage in business (Abu Bakar, 2005). In addition, constraints in running a business occur when entrepreneurs do not believe in their ability to make decisions for fear that the decisions made can have a negative impact on business operations and also on other parties.

According to Jaafar et al. (2000), making one's own decisions without taking into account the priorities of other reactions in the organization will lead to conflict between all parties. In addition, according to the study of Alstete (2002), many entrepreneurs face many obstacles in starting a business they try.

Internet business is a business done online where it uses the internet as an intermediary medium between sellers and buyers as stated by Adam Afiq (2012). Internet business is also similar to other offline businesses where it still requires a business site, capital, business items and even promotions for the traded goods. The only difference is the platform. In starting a business there will be constraints that will be faced by entrepreneurs.

Next, the study of Collins et al. (2004) stated that students need experience in starting a business. Therefore, the administration needs to provide support and training on the constraints faced by students in running their businesses.

Financial Management

Financial management in doing business online is the art and science in handling money that needs to be owned by individuals as well as organizations (Ariffin et al., 2002). Financial management and accounting are key support functions that play an important role in determining the life of an entity apart from core functions such as the production of products or services (Che Omar et al., 2007).

In addition, financial management can assist in determining the optimal growth rate of sales and determining the types of assets to be acquired. Decisions like these are important because they influence success in achieving the objectives of the company or students in running an online business (Zaini Mat, 2007). In addition, according to Zaini Mat in 2007, the business needs to be planned from where to obtain financial resources to

finance the operation of the business. The financial resources obtained must be well managed and channelled properly and every expenditure must be well controlled. Next, the study of Zuriana and Rosniayati (2012) also emphasized some of the benefits that will be obtained if a person can plan and manage his finances well. Among them is that a person will be better able to manage debt and expenses as well as avoid bankruptcy or dependence on others. This method can also detect all our daily financial leaks (DZ Confectionery, 2008).

Time Management

Time management is a skill to establish responsibilities, priorities and objectives by getting rid of unnecessary or irrelevant activities. It is implemented through planning and scheduling the use of daily and weekly time. Effective time management is time management that emphasizes a broader picture and the achievement of long-term objectives. From day to day, everyone has the same amount of time, no more and no less. To understand and practice the principles of time management, students not only need to know how to use time, but also the problems encountered when using time wisely, and what causes the problem.

Brooks and Mullins (1989, 1997) stated how to manage time effectively that is to start the step by reducing time wastage. Then followed by reducing activities that prioritize others. Just like students who run online business activities. One of the time management tips is to plan a daily schedule (Osman, 2016), which is important because it describes the management of daily life. Next fight the fire which is to reduce the results that bring about the crisis and next the students should set the main goal.

Next, time management is a personal process and must suit one's style and circumstances. To manage time effectively one must have a strong self. Only that method

will enable this person to achieve his desired desires. According to Webber (1972), time is something that does not change, always moving in an orderly, specific and staged manner. His movements cannot be changed and stopped. Time if managed well will produce something effective and rewarding. Tifla (1989), in his paper on time management, says that to achieve excellence in lessons or any work faced, a person apart from having high determination and motivation must also know how to manage time effectively to achieve business success.

Marketing Skills and the Usage of Mobile Apps

According to the Fourth Edition Board Dictionary (2005), skill means being trained to do something. The element of skills studied in this study is the marketing skills in running an online business. For most people, marketing means advertising, or more generally as promotion and making sales. Yet all of that is a small part of marketing. Marketing is a business philosophy. Included in the marketing task is how to study the needs, wants and capabilities of consumers according to current trends, how products or services reach and are purchased by consumers and how to promote so that they can be worn, appreciated and gain a special position in society at large. According to Kotler (1996) marketing is a social or management process where individuals or groups obtain what they want and need either by creating it themselves or through the exchange of products or values with or other parties.

A combination of four basic components of a marketing or known as 4P, namely product (Product), pricing (Price), promotion (Promotion) and distribution (Place). Products include goods, services or ideas that are offered and can meet the needs of consumers. Pricing is the value placed on a product or service sold. The selection of the appropriate price for a product should take into account all the costs involved. Promotion

is a form of communication used to inform, remind and even persuade consumers about something produced or sold by a company. In this modern age, business marketing through social media is very important in business. This is because this method of social media marketing is very time-saving. Social media only requires you to check notifications, reply to comments and deal with multiple profiles. Distribution, on the other hand, is the process of transferring products from a production centre to consumers at their desired location and time. Involves distribution, transportation and warehousing channels.

The concept of marketing states that the achievement of organizational goals depends on efforts to determine the needs and wants of consumers and provide the satisfaction desired by consumers more effectively and efficiently than competitors. Therefore, every trader should learn the basics of marketing to achieve profits even better. Marketing is an important factor in product sales. The company will produce products desired by consumers to satisfy customer needs and make a profit. Successful products are based on effective marketing.

Marketing skills are one of the causes of problems in business. It has been argued from the findings of Muhamed et al. (1992) that a lack of marketing skills can lead to failure in business. Thus, Hess (1987) and Kent (1990) suggest that aspects of marketing are essential for business success. According to Zaidatol et al. (1997), many companies go bankrupt because their owners do not have enough knowledge in dealing with ever-changing market conditions. He added that today's business should be marketing oriented. The function of marketing is the activity of accelerating the process of exchanging a product or service for money or any benefit. A quick exchange process will increase business returns and profits. The marketing function also involves two activities, namely buying and selling. Purchasing is the process of finding and

evaluating product options. While sales are the process of promoting a product through advertising, personal sales, publicity and sales promotion.

According to Ishan Gupta (2017), customer loyalty is one of the most compelling reasons to develop a mobile app for your company. A smartphone app allows a company to engage directly with its customers. When compared to roadside banners, social network ads, and email marketing, in-app purchases, ads, and promotions have a stronger influence on the customer. Apps allow you to answer client inquiries, notify them of discounts or special offers, and provide a platform for them to communicate directly with the firm and recommend services in the way they desire. For businesses, mobile apps make customer service easier and more efficient. In terms of education and corporate learning, we may argue that technology is a game-changer. It is difficult to stay ahead of the competition unless a business gets aware of the trends. Better learning outcomes can be facilitated through eLearning mobile apps that stimulate student progress as well as actual professional development.

The traditional education infrastructure has also waived at the vast revamp of the eLearning process; mobile application development is at the heart of key commercial plans. The growing demand for learners who wish to improve their learning abilities is the main driving force behind the rise of online education. Mobile applications, technical improvements, and the availability of internet access all contribute to a personalized learning experience for all learners. Aside from students, eLearning mobile apps are also being developed to facilitate learning and training for business users. Students and corporate learners can now take advantage of the best features of a mobile app to get trained and participate in interactive learning experiences. The most important thing we can accomplish with eLearning apps is to

break down geographical barriers, overcome demographic issues, provide convenient learning (anytime, anywhere) on any device, and contribute to the expansion of the Virtual Learning Environment. Due to the increasing demand, we expect to see a boom in mobile application trends in the coming years that explore more and more rich experiences for learning approaches.

Theory of Constraints (TOC)

TOC is a management philosophy introduced by Elihayu M. Goldratt in 1984 in his book entitled *The Goal*, it is aimed at helping organizations to achieve their goals on an ongoing basis. TOC is one of the findings from several previous theories that can be used by an organization to make decisions where there are constraints. In addition, TOC is also a methodology to identify the most important limiting factors (constraints) to achieve the goals and subsequently systematically be able to overcome the constraints encountered. The TOC states that in each system there is a constraint that prevents the system from achieving its best performance. In turn, the TOC makes its implementers aware so that they are sensitive and able to identify existing constraints which in turn improves performance.

In his theory five steps need to be focused on namely first, identifying the constraints faced. In this study, the problems faced by UMS students are financial management to start a business, time management and marketing skills and the usage of mobile apps. The second is to exploit constraints (make improvements in the process) by determining how to exploit the constraints encountered. Third, subordinate and execute (check all other activities in the process to make sure they are aligned and support constraint requirements) by replacing each element that disrupts the system in step 2. Fourth, improve constraint performance (if constraints still exist, need to consider what action further needs to be taken to remove it

from being a constraint) to be able to eliminate that constraint from the system. The fifth is to repeat steps 1 through 4 to focus on the cycle of continuous improvement. Therefore, when a constraint is resolved the next constraint needs to be immediately addressed. The main thing that is highly emphasized in TOC is the skills and ability to think to make a difference. The framework of thinking to help change lies in three questions namely.

What needs to be changed, what should it be changed and what actions will cause the change.

Therefore, the TOC theory can be associated with three independent variables that we studied namely financial management, time management and marketing skills and usage of mobile apps.

Theory of Constraint (TOC)

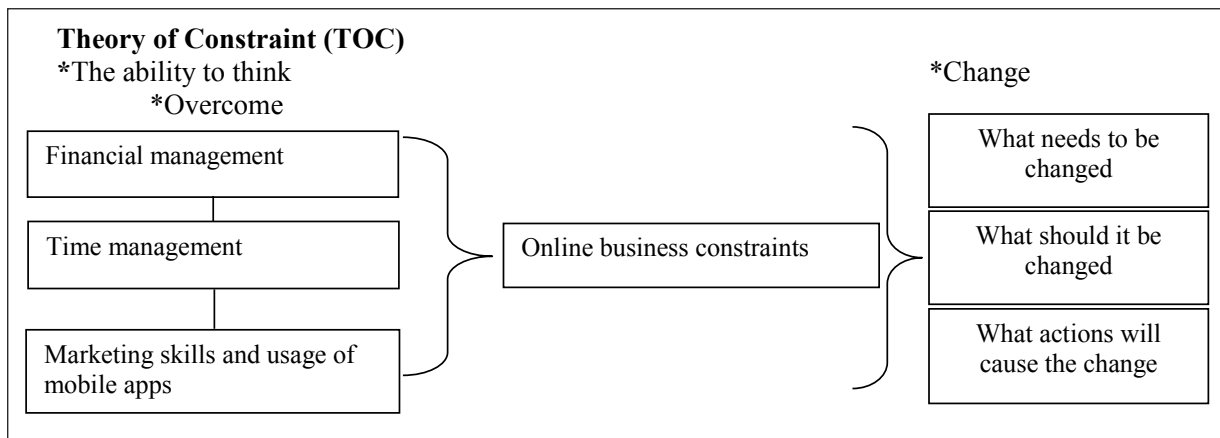


Figure 2 Theoretical framework of the study

This chapter displays past studies on aspects of financial management, time management and marketing skills and the usage of mobile apps in running an online business. Relevant past studies on this study are also discussed in this chapter to support the success factors in running an online business. The next chapter will discuss the research methodology used in this study.

According to (Simon, 1978), he states that good data analysis is an analysis that can show important data in a form that is easily understood by the reader. The study is descriptive, that is, a survey. This survey study is a data collection process where a specific group of individuals have to answer the questions provided. Descriptive surveys aim to obtain measurements or descriptions related to the conditions and characteristics of the population.

METHODOLOGY

Study Design

A study design is an action plan that shows in detail how a study is conducted. It also serves as a guide in assisting researchers in the process of collecting, analysing and interpreting the results of research conducted. The study design is also a model to enable researchers to make inferences about the variables studied, namely financial management, time management and marketing skills.

Quantitative research is research that uses information or data that can be measured through the measurement process and requires measurement tools such as questionnaires and tests. The sample size of the study will be larger than the study that uses qualitative. In this study, researchers use a questionnaire that has two parts, namely A, B and C to obtain research data on the success factors that help students of Faculty of

Business, Economics and Accountancy year 3 in University Malaysia Sabah (UMS) in running an online business.

Sampling Method

The sampling targeted 30 students from among year 3 students of all courses in the Faculty of Business, Economics and Accountancy in Universiti Malaysia Sabah (UMS). A simple random sample is a convenient sampling method selection, subjects selected from a selected population using a random selection tool. Every subject in the population has an equal chance of being selected as a sample.

Research Instruments

In this study, the questionnaire is the main research tool used to collect data or information on the success factors that help students of Faculty of Business, Economics and Accountancy year 3 in Universiti Malaysia Sabah (UMS) in running an online business. In this study, the questionnaire is the main research tool used to collect data or information on the constraints of online business among students of the Faculty of Business, Economics and Accountancy Year 3 in University Malaysia Sabah (UMS). This study is a quantitative study and each answer given by the respondent is independent without being influenced by the researcher and the researcher is allowed to make a comparison for each answer given by the respondent. The results of the data collected through the questionnaire are as in table 1.4.

Table 1 Demographic information

No.	Questions
1.	Respondent's gender
2.	Respondent's course
3.	Respondent's source of income
4.	Respondent's semester

Table 2 Questionnaire's parts

Part	Details
Part A	Respondent's background
Part B	Independent variables (factors that influence the successful online business) I. Financial Management contributions to the success of online business among students. II. Importance of time management on doing online business among students. III. "Marketing skills and usage of mobile apps" effects on doing online business among students.
Part C	Dependent variables (influence the successful online business)

Table 3 Likert's Scale

Choice	Likert Scale
Strongly Agree	1
Disagree	2
Agree	3
Strongly Agree	4

Pilot Study

A pilot study is a study conducted before a set of questionnaires is used in the actual study to ensure the validity and reliability of the questionnaire used. In addition, it can also test the respondents' understanding of the sentence structure and items in the questionnaire and can review the problem before the actual crime is committed.

This pilot study was conducted on 30 random respondents. The Cronbach-Alpha Coefficient study was used to measure the internal consistency of the questionnaire items. This study used Cronbach's alpha consistency value as a determinant of item reliability and the reliability of the value according to the consistency value in Cronbach's alpha ranged from 0.00 to 1.00. According to (DeVellis, 2003), questionnaire items have a good level if the Cronbach's alpha value exceeds 0.7.

Table 4 Reliability statistics

Cronbach's Alpha	N of Items
.826	4

Factor Analysis

Total Variance Explained

Table 5 Extraction method: principal component analysis

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.968	42.706	42.706	4.198	19.992	19.992
2	2.323	11.060	53.766	3.793	18.060	38.052
3	1.561	7.435	61.202	2.545	12.118	50.170
4	1.306	6.221	67.423	2.517	11.985	62.155
5	1.196	5.694	73.117	2.302	10.962	73.117
6	.901	4.292	77.409			
7	.750	3.570	80.979			
8	.685	3.263	84.242			
9	.598	2.849	87.091			
10	.510	2.431	89.521			
11	.408	1.944	91.465			
12	.344	1.637	93.103			
13	.316	1.504	94.606			
14	.270	1.285	95.892			
15	.210	1.001	96.892			
16	.193	.917	97.810			
17	.137	.653	98.462			
18	.119	.569	99.031			
19	.081	.388	99.419			
20	.066	.315	99.734			
21	.056	.266	100.000			

Based on the table above, shows that the total variance explained for each component of questions is based on our dependent and independent variables. The result shows the research has only 5 components which are from component 1 to component 5 with the total values stated are 8.968, 2.323, 1.561, 1.306, and 1.196. The other components are not included

as the total values are less than 1 as what has been set. The total variance of component 1 is 19.992, followed by component 2 with a total of 38.052, 50.170 for component 3, 62.155 for component 4, and 73.117 total variance value for component 5. The scree plot for this research that according to the factor analysis is as below.

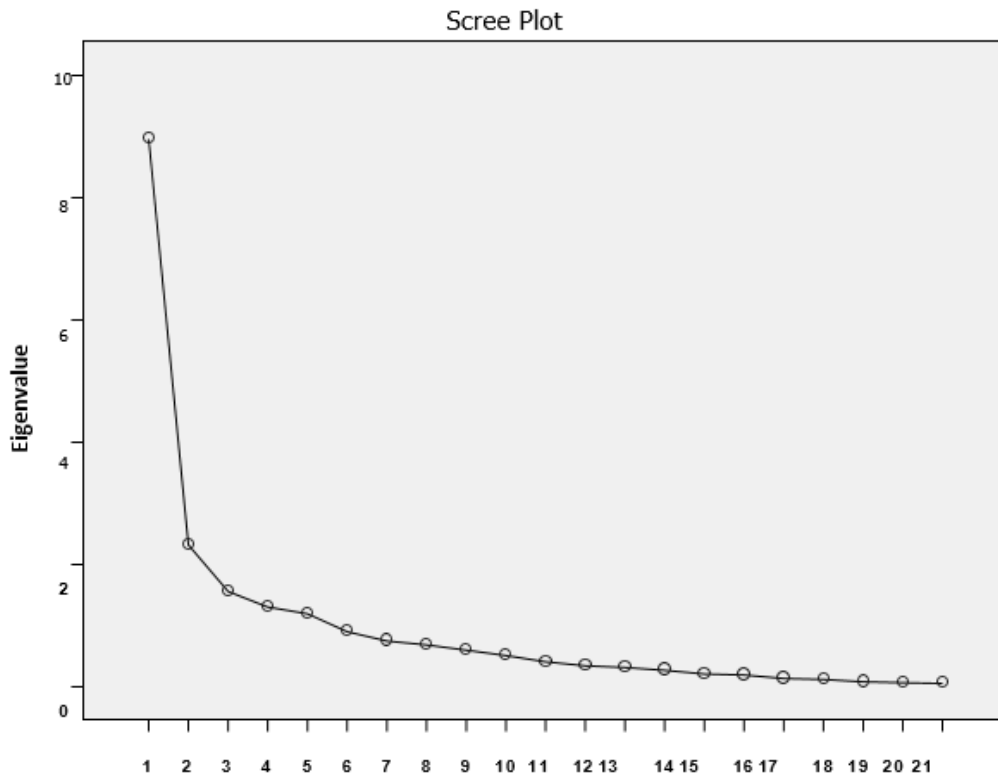


Figure 3 Component number

Validity

Validity is used to measure the accuracy of a structure used. It aims to ascertain whether the measurement used contains all the features or ideas that should be present in the concept to be measured. The type of validity used in this study is face validity that is whether the measuring instrument that shows good validity to the respondents of the study and others who have less exposure to the measurement. This validity is to ensure the clarity of the item, the questions posed, adequate response time and gauge what should be measured.

Reliability

Reliability is a concept that refers to the consistency and stability of a measure, measuring instrument or questionnaire. It aims to find out whether the measure gives the same answer when it is used to measure the same concept to the same population or sample. According to Campbell and Fiske (1959),

reliability is defined as the agreement between two attempts to measure the same trait to the maximum through the same method. The concept of reliability measurement in quantitative methods especially the use of questionnaires is designed to test clusters of questionnaires through pilot studies.

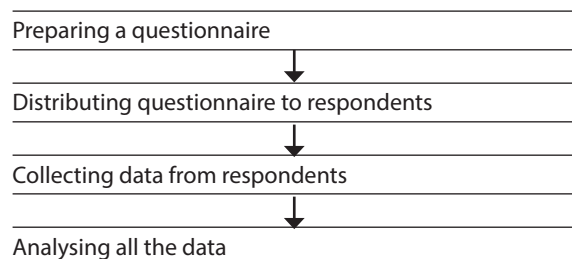


Figure 4 Data collection process

Method of Analysis

In this study, all data were analysed and processed using Statistical Packages for the Social Science (SPSS) version 23. To analyse the research questions, researchers used SPSS to calculate mean and standard deviation and

interpret study findings with reference to Table 6. The quantitative data is analysed based on the categories that have been determined.

Table 6 Min interpretation

Min Score	Interpretation
1.00 – 1.80	Too low
1.81 – 2.60	Low
2.61 – 3.40	Medium
3.41 – 4.20	High
4.21 – 5.00	Too High

Source: Creswell (2011)

RESULTS

Demographic Information

The gender of the students, courses and sources of student income are among the demographic data examined in this study.

Gender

The gender of the responders is depicted in Figure 5 below. Female students made up the majority of the responses, accounting for 30 per cent (58.8%) of the total. While the remaining 21 students, or (41.2 %) of the sample, were male students.

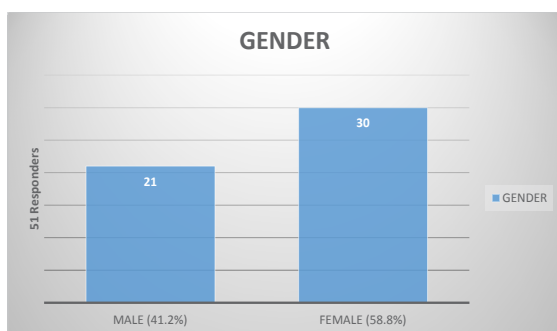


Figure 5 Gender of respondents

Course

The pie chart below depicts the frequency and percentage of responders for 51 different courses, including HE02, HE04, HE05, HE06, HE07, HE08, HE09, HE10, and HE11.

Respondents for course HE02, 8 people with a percentage of 15.7%, respondents for course HE04, 2 people with a percentage of 3.9%, respondents for course HE05, 3 people with a percentage of 5.9%, respondents for course HE06, 6 people with a percentage of 11.8%, respondents for course HE07, 5 people with a percentage of 9.8%, respondents for course HE08, 5 people with a percentage of 9.8%, HE09, 11 people with a percentage of 21.6%, respondents for HE10 course, 8 people with a percentage of 15.7%, and respondents for HE11 course, 3 people with a percentage of 5.9%. Each course is from the Faculty of Business, Economics, and Accounting at Universiti Malaysia Sabah.

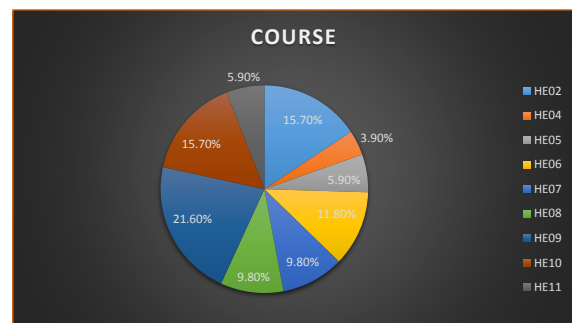


Figure 6 Course

Sources of Income

The income sources of the responders are depicted in the Pie Chart below. The bulk of respondents (49.0% or 25 respondents) got their money through PTPTN loans, followed by sources from parents (29.4% or 15 respondents), while just a handful got their money from their savings (21.6% or 11 respondents).

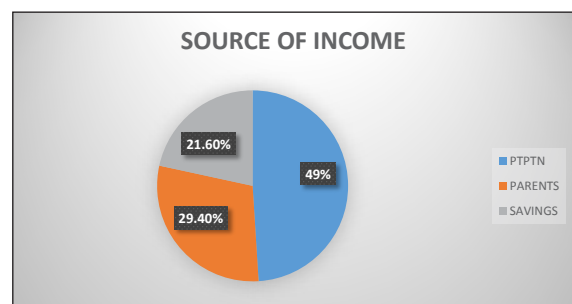


Figure 7 Sources of respondents income

Semester

The percentage of replies from 51 Universiti Malaysia Sabah students is shown in the bar chart below. This responder was selected from semester five (5) students, 19 who scored 37.3 per cent and semester six (6) students, 32 who scored 62.7 per cent.

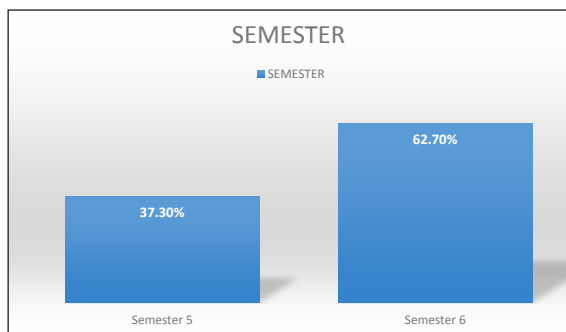


Figure 8 Semester

Age

The percentage of replies from 51 Universiti Malaysia Sabah students is shown in the bar chart below. This responder was selected from 18 – 22 years old with the frequency of 14 or 27.5% and from age 23 – 27 years old with the frequency of 62.7%

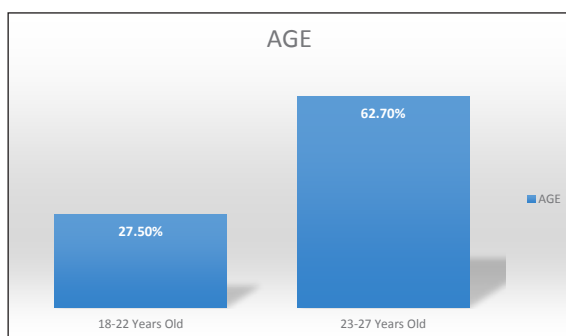


Figure 9 Respondents' age

Regression Analysis

Table 7 Model summary of the regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581 ^a	.338	.295	.36800

a. Predictors: (Constant), MarketingSkills, TimeManagement, FinancialManagement

Table 7 shows a model summary with an R-square value of 0.338. This means 33.8 per cent tend to be successful in online business influenced by time management, financial management and marketing skills. Meanwhile, 66.2 per cent was influenced by another factor.

Table 8 Stability of the model used (ANOVA)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.246	3	1.082	7.990	.000 ^b
	Residual	6.365	47	.135		
	Total	9.611	50			

a. Dependent Variable: InfluenceSuccessfulOnlineBusiness

b. Predictors: (Constant), MarketingSkills, TimeManagement, FinancialManagement

Table 8 of ANOVA shows the stability of the model used. The estimated F value of 7.990 was a significant 0 per cent level (sig = 0.000). Therefore, it can be conducted that the model is stable and the regression can be used for forecasting.

Table 9 Regression result (coefficient)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.038	.402		5.073	.000
	FinancialManagement	.208	.117	.297	1.780	.082
	TimeManagement	-.105	.152	-.110	-.693	.492
	MarketingSkills	.341	.148	.410	2.302	.026

a. Dependent Variable: InfluenceSuccessfulOnlineBusiness

Table 9 shows the regression result. As discussed earlier, the dependent variable is the success of an online business, meanwhile, the independent variable is financial management, time management, and marketing skills. Since all the questions were revised, it indicates that that marketing skills showed a positive relationship with the success of the online business. In this way when marketing skills increased, means it will tend to increase the success in online business. Marketing skills were found to be significant at a 4 per cent level with an estimated t value of 2.302 (Sig = 0.026). Similarly, Financial management also has a positive relationship with the success of the online business and will be increased if the percentage of financial management increases. Financial management was found to be significant at a 2 per cent level with an estimated t value of 1.780 (Sig = 0.082). Thus,

it can be concluded that all the variables were significant in determining the success of the online business.

DISCUSSION

Financial Management

Based on the information obtained from the questionnaire, good financial management is one of the factors that determine the success of online business among final year students of the Faculty of Business, Economics and Accountancy (FBEA), Universiti Malaysia Sabah (UMS). As business owners, students need to identify and implement policies that can help businesses meet financial needs and obligations to avoid failure due to weaknesses in aspects of financial management.

Among the key factors is to make the company's financial flow. It can determine the point of return on business capital as well as can make various other plans in bringing the direction of the business to continue to be affordable in line with time and circumstances. In addition, cash flow information allows users to determine how public sector entities obtain the cash needed to finance their activities and how that cash is used. Therefore, the more complete the financial flow information of a business, the easier the business strategy arrangement is to implement.

In addition, good financial management is also necessary to increase the profitability of an online business. Generating optimal profits for an entrepreneur is certainly the most basic thing. Students who run an online business need enough profit to pay for all the costs incurred while having an adequate source of income when needed. Therefore, the company's profits are needed to support the formation and growth of the online business to continue to thrive.

Next, financial management in running an online business is also required to make business projections. Having been able to complete the financial flow based on the actual situation of the business situation, students who run an online business can use that information to make business projections. In making these projections, students need to wisely make assumptions about what will happen when making a decision related to the business being done. Entrepreneurs can make goals based on past information realistically and make realistic plans as to how they want to succeed.

Finally, good financial management in running an online business can improve students' ability to make decisions and control costs while enabling students to examine the state and position of the business at all times. The impact of this financial management can be made by the students and can be seen through the results shown in the financial statement estimates.

Time Management

This research has been conducted to find out the success faced by students to do business activities online. The results show that in general most of the respondents are aware of the importance of time management to conduct business online among the final year students of the Faculty of Business, Economics and Accountancy (FBEA). Among the main factors is to create a sense of responsibility for what needs to be done in the day. Lots of things to do in 24 hours. Students make a list of all the work they want to do based on their importance, the most important activity in the first place and the less important activity at the bottom. Therefore, the results of the findings of this study greatly help students in managing their available time.

In addition, the technique of communicating with customers through online media helps students in managing time because there is no need to meet face to face

and can save time and can do two things at one time. The results of this study found that the level of students' skills in time management done by communicating with customers is good, especially as a whole is at a moderate level. This also shows that students are willing to spend more time running a business because they have a good social environment and do not have problems communicating. Finally, final year students need to focus on using time wisely. Failure to manage time properly not only has a negative impact on our personal lives but also our careers. Taking into account the positive impact of time management on our careers and personal lives.

Marketing Skills and Usage of Mobile App

Marketing activities are the most important element in business especially to new traders or entrepreneurs who aim to introduce their products to the public. Small and medium businesses are growing business in recent times. Dumping of such products has also increased, such as mushrooms that grow after the rain. As such, there is increasingly challenging competition to remain in the local and foreign markets. Merchants who dare to invest large sums of money for brands and products may be able to stay afloat. Whereas, those who do not invest a lot of money will receive the opposite fate. Therefore, the entrepreneur himself must have extensive knowledge of marketing especially about the basics of marketing such as 4P's which is product, promotion, price and place before producing the product and facing the existing competition.

Having the intention to do business is a good one. But doing business without marketing knowledge is an unwise action. It is this action that causes many entrepreneurs to fall into the realm of scope business. While successful businesses survive for several years, they will usually experience situations such as businesses that are "suffocated" as a result of not mastering the knowledge of accurate and

up-to-date marketing strategies. Based on the results of the study obtained, the marketing skills factor is a key factor for students to achieve success in online business. The result of the mean average result was 3.97%. Through this mean average result, it was found that students also agreed that the marketing skills factor is a success factor in a business run. This factor can be proven through the statement item that "I am skilled in the basics of marketing that is product, promotion, price and place". This finding is also supported by all the marketers that lack of marketing skills can lead to failure in business. Many consider marketing only to promote and sell products only. This thinking is wrong. Marketing is an activity that leads to the dissemination of information, sharing information and solving customer problems. Marketing also teaches entrepreneurs to understand the psychology of their customers and markets.

SUGGESTIONS

Financial Management

As this study is done, some suggestions may be useful to increase success in online business. First, students should be smart in planning their finances. In this case, students are able to manage their finances well and are able to control their expenses for business and daily expenses. This may be able to avoid the occurrence of wastage or face losses in managing their online business.

Time Management

Through the study conducted, some students who run an online business are not able to distribute their time well. In this regard, suggest that students be wise in managing time for lessons and online business well. In addition, students should be able to prioritize important activities and plan their daily schedules. This can avoid disrupting their academic performance and does not result in wasting time on an activity that is not beneficial.

Marketing Skills and Usage of Mobile App

From the research that has been done, students lack skills in marketing and are less good at communicating. Although respondents gave a positive impression of marketing skills, some students who run online businesses do not know how to promote their products due to a lack of skills to communicate with their customers. Researchers suggest that Universiti Malaysia Sabah, especially the Faculty of Business, Economics and Accountancy (FBEA) can provide guidance and exposure on how to do marketing and communicate intelligently to students who run online businesses so that they can grow and develop their business.

LIMITATION OF STUDY

There are limits to this research, just as there are to any other, and the conclusions may not accurately reflect the situation. As a result, it is necessary to be aware of and understand the study's limitations to correctly analyse the data gathered from this study. In addition, while conducting the research, there are a few limits that must be noted. The first limitation is due to a time constraint, which limits the number of responses. Second, there were some other possible variables, such as demographic characteristics, that could have influenced the study's progress.

Other than that, the limitations for this study and the findings would not be hundred per cent accurate and would not be hundred per cent reflect the actual environment or the actual situation. Besides that, these are important reasons that become the limitations for this study and the important reason why we must know also understand about limitations of this research or this study so that any information we collected is true or handled properly. As the researcher mentioned, all the limitations that would be considered are focusing on the community among university students which is a student of Faculty of Economics, Business and Accountancy (FBEA),

Universiti Malaysia Sabah on the campus and students who are at home but did not represent the exact amount because of the lack of time.

In addition, some of the respondents have spent their time giving responses and some of the respondents worked very hard to give their responses due to being busy with their assignment since our respondents focus on the third-year students. Hence, future research could target a larger number of people, perhaps 50 – 150, to determine more accurate the data for this research.

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