

ABSTRAK

Implementation of e-commerce coupled with good competence will result in optimal business performance. Therefore, the need for increased business for business. The population in this study were 100 student respondents of Pasundan University data collection use a questionnaire, while data analysis use multiple linier regression. The result of this study indicate that the effect of e-commerce implementation in the good category competence of student in the good category and the performance of online business ventures in the unforable simultaneously has a significant effect on the performance of online business ventures in Pasundan University amounting to 72%. While partially the effect of e-commerce implementation on online business performance is 16,39% and the influence competence in the performance of online business ventures 53,98%.

Keywords: Implementation E-commerce, Competence, Performance Business