

## ABSTRACT

### THE INFLUENCE OF ELECTRONIC COMMERCE TRAINING ON KNOWLEDGE, BEHAVIOR, CREATIVITY AND COMMUNICATION OF HANDICRAFT ENTREPRENEURS AT MIDDLE LEVEL IN EAST JAVA

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Training on trading promotional using IT or more familiar as e-commerce is one of efforts in handling restriction and problems on handicraft business in middle level in East Java where entrepreneurs are demanded to develop their creativity and communication skills as the basic of business knowledge in facing challenges in electrical business.

Technique used in the study was was non equivalent pretest posttest control group design with sample of 60 middle level entrepreneurs comprising of 30 members of training (treatment group) and 30 members of non-training (control group) that being tested before and after training using Torrance Test of Creativity Test (TTCT) and giving questionnaire.

Results of the study showed that there was significant difference between level of knowledge, behavior, communication skill and creativity of middle level entrepreneur before and after training of  $p < 0.5$ . It was proven where training provided improvement on understanding about marketing technology as well as fostering creativity in marketing products and changed behavior from traditional marketing system to modern one.

**Keywords:** E-commerce training, knowledge, behavior, creativity, and communication.