

What Are Strategies For Increasing Sales In E-Commerce

Eliyanti Agus Mokodompit
Universitas Halu Oleo

Slamet Maryoso
Universitas Bina Sarana Informatika

Sofia Maulida
STIE Bisnis Indonesia

Correspondence : Eliyanti Agus Mokodompit (eliyantiagusmokodompit@uhu.ac.id)

Submitted : 23-03-2024, Accepted : 22-04-2024, Published : 23-05-2024

Abstrak

Digitalization has a broad and significant impact on economic situations. E-Commerce is commonly defined as electronic buying and selling transactions via the internet. The purpose of this study is to identify important changes and types of behavioral change in Bandung customers who use e-commerce before and during the digitalization period. This is considered quantitative research. The study's population and sample size were 112 respondents. The collected data was analyzed using linear regression. The regression coefficient results indicate that the constant has a large impact on consumer behavior, with a high level of statistical significance. This demonstrates that, even at the zero sales level, the value is not statistically significant, despite having a significant consumer behavior level coefficient. However, there are coefficients for the independent variables. These findings suggest that, in the context of this study, increasing sales volume had no meaningful impact on consumer behavior. The study concluded that there was no substantial change in consumer behavior toward e-commerce in Bandung Regency.

Keywords : E-commerce, Consumer, Sales.

Introduction

Adopting digitalization or transitioning from traditional trade methods to online trading, also known as electronic commerce, can assist them retain efficiency and safety during digitalization. Digitalization has a broad and significant impact on economic situations. It can even be claimed to have virtually completely altered the economic and commercial landscape of different departments. This condition prompts professionals to create detailed activity models. What businesses can be implemented, and what marketing models are available? The most effective way for surviving the crisis. This decision is a logical result of digitalization, which has also influenced changes in consumer behavior in terms of purchasing diverse products to suit everyday demands (Suryanto, 2022).

The uniqueness of the research that will be conducted to search for information connected to changes in consumer behavior in the element of seeking for information on goods and services, purchase, usage, and disposal of previously consumed goods and services. Pre-digitalization activities are quite valuable for analyzing customer changes. This event piqued the interest of scholars, who sought to delve deeper into societal changes, particularly those affecting consumer behavior. As a result, the purpose of this study is to provide information or an overall picture of the scenario that arises as consumer behavior evolves.

According to Suganda (2021), transformation has two components: narrow aspects and broad aspects. Individual behavior and thought patterns are examples of change in the narrow sense, but change in the broad sense refers to changes in societal structure that might influence future societal growth. Change is unavoidable due to strong external stimulation and internal requirements (Yusuf, 2022). Change is the replacement or change of one object into another without removing the original. According to Abdul Syani, change is a process that might take the form of growth or a setback. Change refers to the process of changing or altering the shape, nature, appearance, or condition of anything due to a variety of reasons.

According to Solomon, consumer behavior encompasses not only purchasing but also the impact of items on our lives, emotions, and relationships. Online transactions and trading, also known as e-commerce, are not new. However, client behavior changes as a result of Digitalization. The epidemic has resulted in a variety of new behaviors that necessitate restrictions on outside activities, large gatherings, and distances, thus customers are increasingly turning to the internet to meet their fundamental daily demands.

As previously said, it was found that many retail shops were closed as a result of digitalization, as well as changes in consumer attitudes toward shopping online rather than offline. This leads to severe competition among retail business owners. As a result, every producer or business actor is progressively competing to grow and strengthen his or her own

firm. To attain this goal, organizations must be able to run their businesses successfully in order to thrive in the increasingly fierce competition.

Method

This research employs a quantitative technique.

In this scenario, quantitative research is used to obtain an overview of the research topic to be examined using descriptive phenomena (Kushendar, 2022). This is a descriptive research approach. Descriptive research uses data to explain potential solutions to present problems. This form of qualitative descriptive study is applied in research. This study seeks to understand customer behavior in opting to make online purchases through e-commerce, specifically among Bandung residents. Data collection is the process of seeking, recording, and gathering everything objectively and in accordance with the outcomes of observations, utilizing a Google form. The researchers' goal number of respondents was 112 persons.

Results and Discussion

Theory Simple linear regression analysis examines the relationship between one independent variable and one dependent variable. The primary purpose is to understand and model how changes in the independent variable affect the dependent variable (Kurhayadi, 2022). The statistical technique utilized in this study was basic linear regression. This analysis is used to determine the degree of influence of the independent variables. (Consumer behavior toward the dependent variable leads to increased sales. The SPSS software yielded the following regression results:

Table of analysis of the impact of changes in consumer behavior during digitalization

Model	Sum of	d	Mean Square	F	S
1	Regression	.3	1	.3	2.353
	Residual	33.0	1	.1	
	Total	33.3	1		

- a. Dependent variable: consumer behavior.
- b. Predictors: (Constant) Increase in Sales

A simple regression analysis was carried out to determine the association between higher sales (independent variable) and consumer behavior (dependent variable). The study findings show that the regression model has a F value of 2.353 and a significance level (p-value) of .125. A significance value greater than the customary alpha level (0.05) suggests that the regression model may be statistically insignificant.

Although the constant has a considerable impact on consumer behavior, suggesting that there is a steady level of consumer behavior even at zero sales levels, the coefficients are for the independent variables. This suggests that, while sales may have significant implications under normal circumstances, in the context of Digitalization, additional factors such as economic uncertainty, changes in consumer preferences, and shifts in shopping behavior may have a greater influence on consumer behavior. This interpretation gives valuable insights for scholars and practitioners dealing with the market difficulties associated with COVID-19 digitalization. The complexities of elements influencing consumer behavior underline the need for more research and knowledge of market dynamics under crisis conditions. By analyzing the relationship between sales and consumer behavior in the context of digitalization, this research provides a good basis for developing more responsive and adaptive tactics in response to quick and unforeseen market developments.

Conclusion

From the results of the research that has been carried out, it can be concluded that there was no significant change in consumer behavior in e-commerce before and during the digitalization period in Bandung Regency and there was no change in consumer behavior in e-commerce before and during the digitalization period in Bandung Regency.

References

Fachrurazi, F., Zarkasi, Z., Maulida, S., Hanis, R., & Yusuf, M. (2022). Increasing micro small medium enterprises activity entrepreneurial capacity in the field of digital marketing. *Jurnal Ekonomi*, 11(03), 1653-1660.

Ismunandar, I., Sari, D. I., Maryoso, S., & Yusuf, M. (2023). Honda PCX Motorcycle Promotion Consumer Satisfaction. *Al-Kharaj: Journal of Islamic Economic and Business*, 5(2).

Kurhayadi, K., Rosadi, B., Yusuf, M., Saepudin, A., & Asmala, T. (2022). The Effect of Company Reputation and Customer Experience on Customer Loyal Behavior Citylink Indonesia. *Riwayat: Educational Journal of History and Humanities*, 5(2), 416-420.

Kushendar, K., Maba, A. P., Abrori, M. S., Mukharomah, E., Hernisawati, H., & Saputra, A. A. (2022). Fungsi Advokasi Terhadap Resiliensi Dan Penerimaan Diri Bagi Anak Korban Perceraian. *Jurnal Mahasiswa BK An-Nur: Berbeda, Bermakna, Mulia*, 8(2), 46-50.

Laxmi, L., Yusran, S., Hidayat, S., Mokodompit, E. A., Herik, E., & Akifah, A. (2023). SOSIALISASI PERATURAN MENTERI PENDIDIKAN DAN KEBUDAYAAN, RISET DAN TEKNOLOGI RI NO. 30 TAHUN 2021 TENTANG PENCEGAHAN DAN PENANGANAN KEKERASAN SEKSUAL DI LINGKUNGAN PERGURUAN TINGGI. *Ekalaya: Jurnal Pengabdian Kepada Masyarakat Indonesia*, 2(2), 307-314.

Maulida, S., Jasfar, F., & Hamzah, M. Z. (2020, September). Analysis of the effect of brand image, tourist perception, service quality toward revisit intention in recreational parks in DKI Jakarta. In *International Conference on Management, Accounting, and Economy (ICMAE 2020)* (pp. 152-154). Atlantis Press.

Mokodompit, E. A., Fardiansyah, H., & Yuliyani, L. (2023). SOCIAL MEDIA INFLUENCER IMPLEMENTATION ON CONSUMER PURCHASE INTEREST. *Jurnal Ekonomi*, 12(01), 1033-1041.

Mokodompit, E. A., Sutaguna, I. N. T., Heriyana, H., Rukmana, A. Y., & Gustini, S. (2023). Digital Marketing Strategy for MSME Development. *KREATIF: Jurnal Pengabdian Masyarakat Nusantara*, 3(4), 17-28.

Purnomo, Y. J. (2023). Digital marketing strategy to increase sales conversion on e-commerce platforms. *Journal of Contemporary Administration and Management (ADMAN)*, 1(2), 54-62.

Putera, A., Sukotjo, E., Dharmawati, T., & Mokodompit, E. A. (2020). Model of community empowerment based on local wisdom through corporate social responsibility in North Konawe District. *Asia pacific journal of management and education (APJME)*, 3(2), 1-10.

Sadikin, A., Mokodompit, E. A., Astuti, R. P., Indriana, I. H., & Kraugusteeliana, K. (2024). Analysis of the maturity level of social media in msmses using the social strategy cone approach. *Jurnal Ekonomi*, 13(01), 1011-1018.

Sari, D. I., & Maryoso, S. (2022, August). Pengaruh QR, ROA, DAR Dan EPS Terhadap Return Saham Pada Perusahaan Manufaktur Yang Terdaftar Di Jakarta Islamic Index Periode 2017-2020. In *Prosiding Industrial Research Workshop and National Seminar* (Vol. 13, No. 01, pp. 955-964).

Suganda, D. (2022). Pengertian, Hubungan, dan Implementasi Soft Skills, Pembelajaran Afektif, dan Pendidikan Karakter dalam Proses Belajar Mengajar. *Paraguna*, 4(1), 32-51.

Suganda, D. (2022). Proses Manajemen Dalam Produksi Seni Pertunjukan. *Paraguna*, 3(1), 161-179.

Sukaesih Kurniati, P., & Suryanto, S. (2022). The Role of the Indonesian Government in the Era of Banking Disruption Innovation. *Journal of Eastern European and Central Asian Research*, 9(1).

Sutrisno, S., Herdiyanti, H., Asir, M., Yusuf, M., & Ardianto, R. (2022). Dampak Kompensasi, motivasi dan Kepuasan Kerja Terhadap Kinerja Karyawan di Perusahaan: Review Literature. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(6), 3476-3482.