

Analysis Of E-Commerce Systems To Improve Sales Strategy Using Descriptive Methods In The Sarana Jaya Electronic Company

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ABSTRACT

E-commerce includes various activities such as sales, procurement, distribution and promotional transactions carried out via the Internet online network or electronic platforms. PT. Sarana Jaya Elektronik is a company that specializes in the distribution of electronic devices. Currently, PT. Sarana Jaya Elektronik has used an e-commerce system, namely the Tokopedia application, to sell its products. In order to find out the effect of implementing an e-commerce system on improving sales strategies, an analysis process can be carried out using descriptive methods. Descriptive research refers to a methodology in which researchers examine events and phenomena in the lives of individuals, encouraging one or a group of individuals to narrate their experiences.

Keywords: e-commerce, descriptive method, product sales

INTRODUCTION

The rapid evolution of technology requires that business entities quickly adapt to this transformation (Cay & Irnawati, 2020). Additionally, when it comes to meeting requirements, contemporary consumers exhibit a higher level of individualism and seek products or services that are more tailored to their preferences (Mamonto, Tumbuan, & Rogi, 2021). Information technology integration has emerged as a strategic initiative used by business owners to increase revenue streams and drive organizational growth within the company (Malioy & Manongga, 2023). The field of marketing plays an important role in a company's operations, as it seeks to achieve goals, drive business expansion, generate profits, and ensure the sustainability of the organization (Sudartono, 2019).

Business entities that are able to participate in this competition are entities that can effectively integrate technology and information in their operations. Examples of such integration involve increasing competitiveness and increasing product sales through the use of e-commerce to promote a variety of goods and services, both in real and digital formats (Nanda, 2018). E-commerce covers all aspects of sales, procurement, distribution and

promotional activities carried out through Internet-based online systems or utilizing electronic platforms (Melina & Sudrartono, 2023). Digital marketing is a marketing medium that is currently very much in demand by the public to support various activities carried out. Little by little, people have started to move towards digital marketing and abandon conventional marketing.

PT. Sarana Jaya Elektronik is a company engaged in the distribution of electronic equipment. Currently, PT. Sarana Jaya Elektronik has used an e-commerce system, namely the Tokopedia application, to sell its products. Tokopedia plays an important role in driving national economic recovery and makes a significant contribution to meeting the needs of the Indonesian population. As a technology company originating from Indonesia, Tokopedia plays an important role in helping Indonesian people navigate the challenges posed by the pandemic era using technology solutions. By utilizing the e-commerce platform available at www.tokopedia.com, individuals throughout the community have the opportunity to engage as users, facilitating seamless and expedited sales and purchase transactions. In addition, entrepreneurs and various community groups can effectively market their products to a wide audience at very minimal costs (Hermawati & Sholihaningtias, 2021). In order to find out the effect of implementing an e-commerce system on improving sales strategies, an analysis process can be carried out using descriptive methods.

Descriptive research involves a research approach in which scholars explore incidents and happenings in an individual's life, asking one or a group of individuals to narrate their experiences. Next, the researcher presented this data descriptively sequentially. The defining feature of descriptive research lies in collecting data through words and images, rather than numerical values as in quantitative research. The main goal is to describe existing phenomena, which include both natural and artificial phenomena. These phenomena may relate to forms, behaviors, attributes, modifications, connections, similarities, and differences between different phenomena. Basically, descriptive research seeks to describe and explain various aspects such as scenarios, conditions with established correlations, changes in viewpoints, impacts, or results that occur.

LITERATURE REVIEW

Marketing mix represents the mixture of variables or activities that form the basis of a marketing system, variables that are within the company's control to influence buyer or

consumer responses. The marketing mix functions as a tool for marketers which consists of various components of the marketing program that must be considered for the successful implementation of the marketing strategy and determined positioning. This composition includes Product, Price, Distribution and Promotion. Organizations are required to synchronize all four components in an effort to achieve the desired sales levels. This means that when targeting the affluent segment with financial resources, the product must symbolize excellence and prestige, the price must be positioned at a premium level, the outlet must be maintained in appearance, and the promotional media and messages must convey a sense of sophistication. To do this, a market segmentation process can be carried out. Market segmentation involves categorizing groups of consumers with varying needs, characteristics, and behavior within a particular market, turning them into more homogeneous market units. This approach has proven invaluable in improving the precision of marketing efforts, allowing companies to utilize resources with optimal effectiveness and efficiency. In particular, it facilitates market differentiation and increases awareness of competitors operating in identical segments.

METHODS

This research is qualitative research using descriptive methods. This research was carried out by collecting data at PT. Sarana Jaya Elektronik, then the data is processed and analyzed to obtain conclusions. Descriptive research is a methodology that describes the attributes of the population or phenomenon being examined. This particular research approach primarily concentrates on explaining the subject of its investigation, thereby addressing the nature of the events or phenomena that occur. The research object in question is the total sales turnover of electronic products.

The population in this study is all types (categories) of electronic products sold by PT. Sarana Jaya Electronics. The electronic product categories distributed include Digital Set Top Box, Microphone, Wall Fan, Standing Fan, Sitting Fan, Table Fan, Helifan, Dispenser, Portable Speaker, LED TV, Smart TV, Android TV, Rice Box, Refrigerator, Radio, Speaker, Mini Compo, Digital Receiver, Blender, Rechargeable Shaver, Electric Iron, Gas Regulator Hose, Portable Stove, Cup Sealer, and so on.

The sample used in this research is sales data for automotive lubricant products from the period January 2023 to August 2023. The sample will be collected by collecting data directly through company staff.

Data types represent categories in which data can be accessed. The varieties of data used in this investigation include:

1. Primary data, namely data directly obtained directly from PT. Sarana Jaya Elektronik which includes electronic product data and electronic sales data. The primary data is obtained directly from original sources (not through intermediaries).
2. Secondary data refers to research data sources obtained through intermediary channels or indirectly in the format of books, notes, pre-existing evidence, or archives, whether published or unpublished. This type of data serves as an additional resource to primary data. In this research, secondary data was obtained from various scientific journals and research journals.

This research instrument includes the use of the Microsoft Excel application to analyze sales data from the company using descriptive methods. Then, the graphs obtained will be processed to improve the sales strategy of the company's e-commerce system.

The variables used in this research include:

1. Independent variables, namely item data and total sales prices in the previous period.
2. Dependent variable, namely sales strategy using the marketing mix method.

The technique used to analyze sales data in this research is the descriptive method. The descriptive analysis method is a research methodology used to describe the attributes of the population or phenomenon being examined. Consequently, the main emphasis of this research methodology is to explain the subject of its investigation to address the occurrence of various events or phenomena. The object of the research is electronic product sales data at the company. The sales data will be analyzed to obtain information about current phenomena, such as:

1. Best-selling products in certain periods, such as the Christmas and New Year periods, the Eid period and the Chinese New Year period.
2. Products that have an increase in sales turnover and a decrease in sales turnover.
3. Products that are less popular with the public.

RESULTS

The process of analyzing the e-commerce system used by PT. Sarana Jaya Elektronik, in order to improve its sales strategy, will use sales data for the period April 2023 to February 2024. Below are the details.

TANGGAL	NAMA	INVOICE	NAMA BARANG	UNIT	HARGA/UNIT	HARGA
4/12/2023	TRI ATMOKO	JL0423-1744	PDV 700T2	10	250,000	2,500,000
4/18/2023	SAHTABREKA	JL0423-0393	MIC BETA 58	2	95,000	190,000
5/4/2023	TRI ATMOKO	JL0523-1181	PDV 700T2	20	250,000	5,000,000
5/5/2023	BANG	JL0523-1182	PDV 700T2	37	250,000	9,250,000
5/18/2023	ADITIA	JL0523-0511	W/F 1610	1	123,000	123,000
5/22/2023	TRI ATMOKO	JL0523-3620	PDV 620T2	12	265,000	3,180,000
5/31/2023	TRI ATMOKO	JL0623-0717	PDV 620T2	19	265,000	5,035,000
6/10/2023	WYNNE WIJAYA	JL0623-1579	PWC 600	1	1,458,000	1,458,000
6/13/2023			CF-110	1	1,900,000	1,900,000
6/14/2023	HERAWATI PINEM	JL0623-2163	ADVANCE S-120	1	530,000	530,000
6/14/2023	HERAWATI PINEM		W/F 1610	1	123,000	123,000
6/15/2023	MICHELLE	JL0623-2292	LED 40V8953	1	2,618,000	2,618,000
...						
2/21/2024	MISDI SPD	JL0224-4250	CB-171 P	1	210,000	210,000
2/23/2024	HOT PRA	JL0224-4963	S-120	1	578,000	578,000

The sales data above will be processed further to obtain information that is useful in the decision making process. To find out the best-selling products in each certain period, the sales data can be grouped. The results of grouping sales data can be seen in the following picture:

1. Chinese New Year period

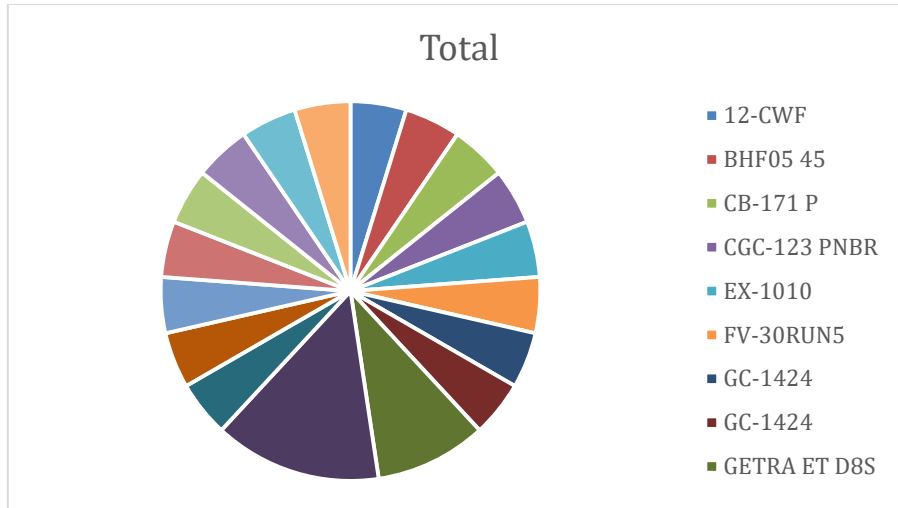


Figure 3.1 Electronic Product Sales Graph for the Period January – February 2024

From the sales graph above, it can be seen that the best-selling electronic products are the gas regulator hose (HLP-5A-CS) and manual cup sealer (GETRA ET D8S). This means that during the Chinese New Year period, more gas regulator hose and manual cup sealer products can be supplied to meet customer needs.

2. Eid period

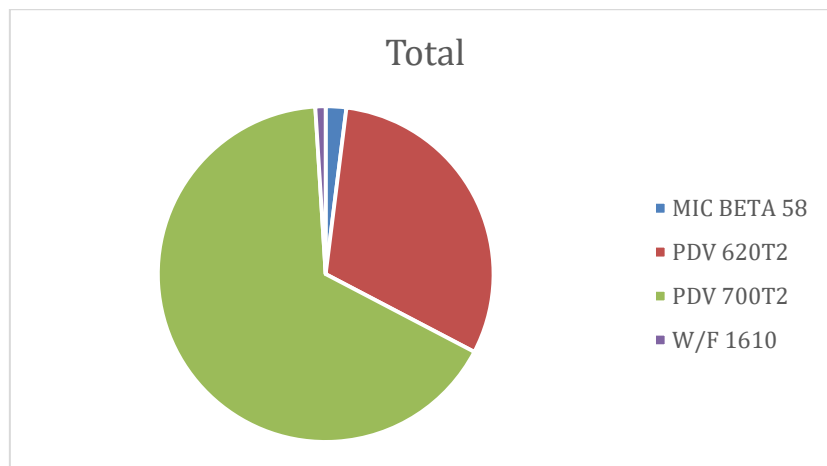


Figure 3.2 Electronic Product Sales Graph for the Period March – April 2023

From the sales graph above, it can be seen that the best-selling electronic products are digital set top boxes (PDV 620T2 and PDV 700T2). This means that during the Eid period, more digital set top box products can be supplied to meet customer needs.

3. Christmas and New Year period

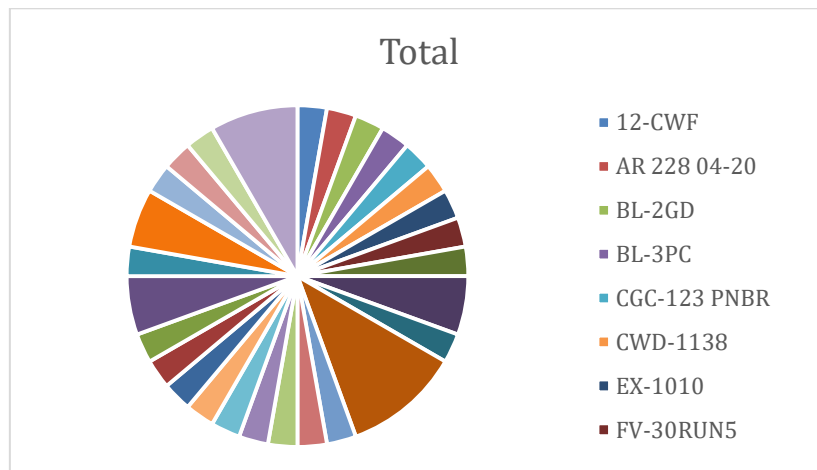


Figure 3.3 Electronic Product Sales Graph for the Period December 2023 – January 2024

From the sales graph above, it can be seen that the best-selling electronic products are gas regulator hoses (HLP-5A-CS) and electric irons (YA-333). This means that during the Christmas and New Year period, more gas regulator hoses and electric irons can be supplied to meet customer needs.

Finally, from overall sales data, you can analyze the products that are most popular with customers. The results obtained can be described as follows:

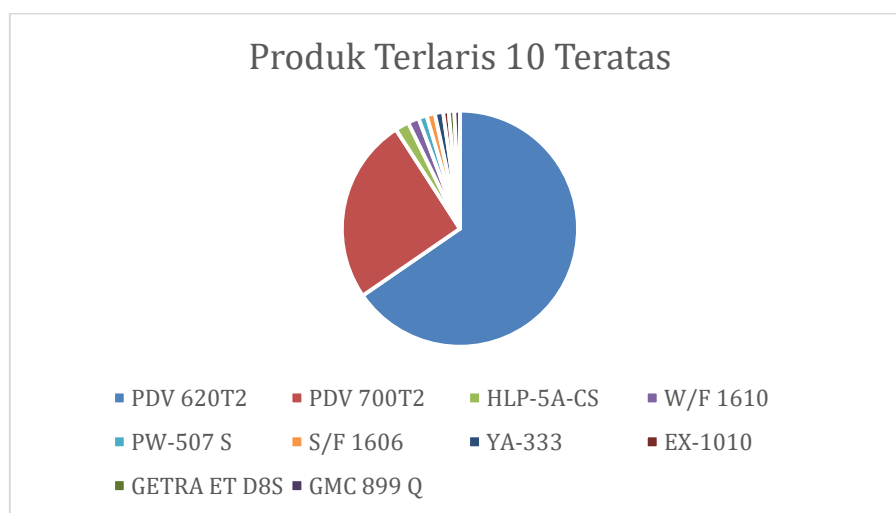


Figure 3.4 Overall Electronic Product Sales Graph

From the graph above, it can be seen that the best-selling products are digital set top boxes (PDV 620T2 and PDV 700T2).

Meanwhile, if we observe the total sales turnover per month, the largest sales turnover will be in June 2023 as shown in the following picture:

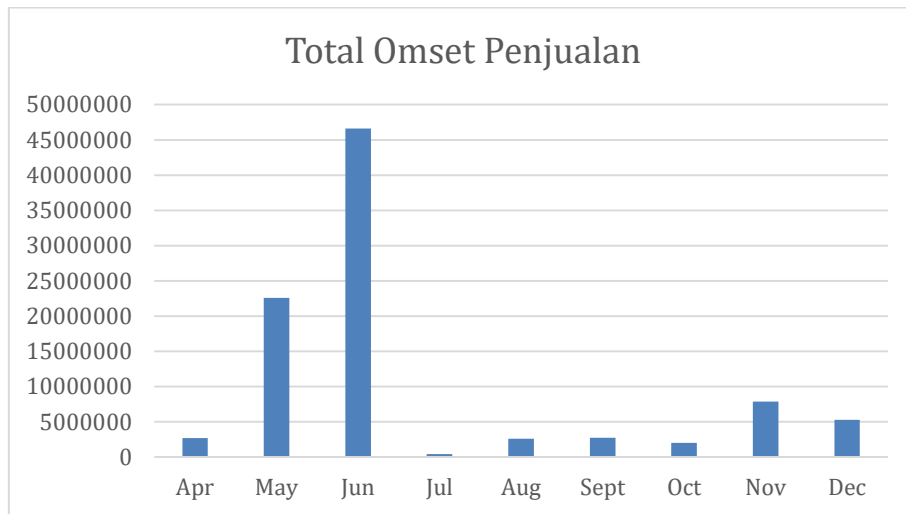


Figure 3.5 Graph of Electronic Product Sales Turnover Per Month

This means that customers tend to shop for electronic products in the middle of the year, where this period is not close to the holidays so there are no other additional expenses. Therefore, in the middle of the year, customers tend to do a lot of learning about electronic products.

From the results of the analysis above, a summary can be made as follows:

1. During the Chinese New Year period, there are many customers who make cakes and various types of dishes, so gas regulator hoses tend to sell better.
2. During the Eid period, which coincides with the time when analog television broadcasts are turned off, many customers buy digital set top boxes. This is because most workers and factory workers do not have smart TVs and at the same time, new employees' THR is disbursed so they can buy digital set top boxes.
3. During the Christmas and New Year period, the same thing happens, namely that many customers make cakes and various types of dishes, so gas regulator hoses tend to sell better.
4. The product promotion process can be carried out at the beginning of the year or at the end of the year, because the sales turnover in that period is not too large. However, the product promotion process does not need to be carried out in the middle of the year, because the sales turnover is already quite large in that period.

There is no fixed recipe for presenting the findings of a study. We will, therefore, first consider general guidelines and then turn our attention to options for reporting descriptive statistics and the results of the hypothesis test.

DISCUSSION

Marketing Mix is an important element in influencing internal and external factors in a business, therefore it is important to apply the marketing mix to increase sales volume. Marketing strategy is the marketing logic by which a company hopes to create customer value and achieve profitable relationships. The company decides which customers it will serve (segmentation and targeting) and how it will serve them (differentiation and positioning). The company identifies the total market, divides it into smaller segments, selects the most promising ones, and focuses on serving and satisfying customers in these segments. Marketing Mix is used by marketers to facilitate the entry of their products into the target market. Marketing mix components include:

1. Products such as product diversity, quality, design, features, brand, packaging, size and warranty.

A product is anything that can be offered to a market to attract attention, acquisition, use or consumption that might satisfy a want or need. Furthermore, products in a broad sense include physical objects, services, processes, persons, places, organizations, ideas or mixes of these entities.

Products available at PT. Sarana Jaya Elektronik is numerous and varied enough to be able to meet customer needs. The electronic products sold are also available in various brands and sizes. Guarantee provided by PT. Sarana Jaya Elektronik depends on the type of electronic product and the warranty period varies, such as 3 months, 6 months, 1 year, 2 years, 3 years and 5 years.

2. Prices such as price lists, discounts, promotions, payment terms and credit terms.

Price is an amount of money that serves as a medium of exchange to obtain a product or service. Price can also be interpreted as determining the value of a product in the minds of consumers.

Prices of electronic products offered by PT. Sarana Jaya Elektronik is quite affordable. Improvements that can be made, for example, can provide certain

discounts for products that are not selling well or provide payment promotions in installments over a certain period of time. Another improvement that can be made is by creating sales packages, namely by combining several products into a package at a much more affordable price.

3. Location, which consists of distribution, coverage, grouping, storage and logistics channels.

An attractive place for consumers is the most strategic, enjoyable, and efficient place. A marketing channel is a set of interdependent organizations that help make a product or service available for use or consumption by consumers or business users.

Product delivery to PT. Sarana Jaya Elektronik utilizes expeditions for out of town or via staff or drivers for deliveries within the city.

4. Promotion, which consists of sales promotions, advertising, sales force, public relations, and direct sales efforts.

A company's promotional mix, also called its marketing communication mix, is the specific blend of advertising, sales promotion, public relations, personal selling, and direct marketing tools that a company uses to persuasively communicate customer value and build customer relationships.

Sales promotions can be carried out by providing certain prizes or bonuses in certain periods. For example, during the Chinese New Year period, if a customer purchases a product reaching a certain nominal value, they will be able to get an angpao or be given a direct prize draw.

CONCLUSION

From the discussion presented in the previous chapters, it is possible to obtain certain conclusions regarding the research carried out.

1. The product promotion process can be carried out at the beginning of the year or at the end of the year, because the sales turnover in that period is not too large. However, the product promotion process does not need to be carried out in the middle of the year, because the sales turnover is already quite large in that period.

2. Sales promotions can be carried out by providing certain prizes or bonuses in certain periods. For example, during the Chinese New Year period, if a customer purchases a product reaching a certain nominal value, they will be able to get an angpao or be given a direct prize draw.
3. Promotions can also be done by creating sales packages, namely by combining several products into a package at a much more affordable price.

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