

DEVELOPMENT OF E-COMMERCE BASED ON BUSINESS TO CONSUMERS TO INCREASE SALES OF QUEEN FASHION PRODUCTS DURING COVID-19 PANDEMIC IN SRAGEN

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Abstract

Business to consumers based e-commerce is a business carried out between business people and consumers. E-Commerce is part of e-business, where the scope of e-business is wider, not just commerce but also includes collaborating with business partners, customer service, job vacancies etc. This study aims to describe the development of e-commerce in increasing sales of Queen Fashion products through promotion. This study uses a qualitative research method with an ethnographic approach. The object of this research is the owner, employee and customer of Queen fashion. Data collection techniques used in this study were interviews, observation, and documentation. Research sources include owners, employees and customer of Queen fashion. Data were analyzed using qualitative data analysis techniques, generally subjective. In conclusion, promotion through e-commerce with the existing marketplace in Queen fashion, can expand the marketing of Queen fashion products to outside the Sragen Regency area, and can be accessed quickly. With this e-commerce can make it easier for consumers to order, choose products, transactions and others. E-Commerce has a very good impact on sales of Queen fashion products, this is based on sales and orders.

Keywords: Development of e-commerce based on business to consumers, Increase sales with promotion in Queen fashion, During covid-19 pandemic.

1. Introduction

The presence of E-commerce makes the world of economic business in Indonesia grow, there are many benefits and a big influence for economic activities that occur in our country. In the past, people transacted face-to-face or using a barter payment system, payment using barter was considered very traditional because payment was made by exchanging goods that were equivalent to the goods to be purchased, so the buying and selling activities did not involve money as a means of exchanging goods. the. Since the discovery of internet technology in the 1990s, its use has been widespread because it is seen as providing enormous benefits for the smooth process of business/business activities.

The seller meets the buyer and negotiates the price, and the transaction takes place. The use of the Internet, tablet devices, and smartphones coupled with greater consumer confidence will see that e-commerce will continue to grow and develop. Technological developments provide convenience for the community, especially in doing business and others, it is convenient for people to shop online and do not need to leave the house using only cellphones and the Internet, everything can be done quickly and efficiently (Soegoto et al., 2018). With e-commerce, consumers have convenience in transacting in online purchases because sellers are obtained, consumers can consider the rating system regarding the service quality of online business sellers, and consumers are not worried about payment transfers.

The e-commerce business in Indonesia is growing quite rapidly by prioritizing their respective advantages. Electronic trading platforms can also be categorized into online-based innovation products that can be used by sellers to develop their online business products. E-commerce offers various conveniences in the sales transaction process. Distance is no longer a significant obstacle because everything can be connected via the internet (Wahyuni, Feni, Firman & Sujono, 2017). E-Commerce is a technology designed to enhance commercial transactions using the Internet has developed rapidly. However, it has not yet reached the ideal world of worry-free and secure transactions using the Internet, as the unresolved privacy concerns of buyers have hindered the further development of technology.

E-Commerce which causes the sales system to evolve from conventional to digital, this provides many advantages for producers and consumers who are engaged in E-Commerce sales (Kasmi & Candra, 2017). E-commerce has the ability to play an important role in helping economic development and getting more benefits from trade "Internet users around the world are around 200 million, 67 million of them are in the United States, the internet in Indonesia is doubling every 100 days" (Wibowo, 2016). According to The International Data Corporation, it is estimated that 300 million people will use the internet in 2000, which involves transactions worth around US\$150 billion (Achjari, 2000).

With social media growing exponentially in recent years, conversations between businesses and consumers have become more interesting, making it easier for transactional exchanges to occur online (Khan, 2016). The rapidly growing world of the internet is considered to have contributed to the relatively low investment costs and the ability to generate large capital flows, serving as a large-scale promotional medium. Massive promotions with the hope of bringing in lots of visitors are not always profitable (Alwendi, 2020). E-commerce is a business that is carried out electronically which is focused on transactions that use the internet (digital network-based technology) as a means of exchanging goods or services between two institutions or institutions and consumers without seeing the dominant obstacle so far, namely the distance between space and time Christopher & Kristianti, 2020).

After the presence of e-commerce in Indonesia. Consumers no longer come to the store to see products and bargain prices, stores are available via online or the internet that we can access through our gadgets. They simply see the e-commerce in question. Then, look at the product catalog provided. Next, select the product and enter the payment method, payment is made using online payments, such as transfer via ATM or e-wallet. Payments can also be made using the COD (Cash On delivery) payment method, where the seller and buyer must meet face to face to make direct payment transactions. The last thing is to choose a delivery service. In Indonesia, there are many e-commerce services in the form of shopping applications, such as Tokopedia, Go-Jek, Bukalapak, Blibli, Shopee, Lazada, and others. In 2010-2011, one by one e-commerce in Indonesia began to appear. One of them is Go-Jek. An application that initially only delivered and picked up customers.

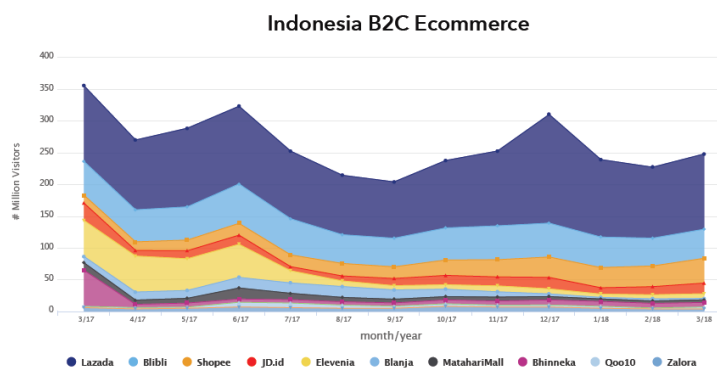


Fig 1. E-commerce model growth chart B2C

Online promotion is all forms of producers, retailers, and non-profit organizations that change a brand's price perception temporarily by utilizing digital technology. The explanation above can be concluded that online promotion is part of marketing or it can also be called online marketing communication mix. to advance business programs run by business people (Deshinta & Suyanto, 2020). Meanwhile, manual promotion is a promotion that is carried out directly with promotional media in the form of brochures, MMT, banners and billboards. Manual promotion still has weaknesses because it still cannot reach the wider community, and now it has entered the digital era, where most people access the internet to find information. Self promotion is another form of promotion, self promotion is done by means of the product of the business showing the quality and shape that attracts the attention of others, by choosing designs and concepts on clothes that can attract consumer interest.

Queen Fashion is one of the small and medium enterprises (UKM) engaged in the sale of fashion, namely clothing, shirts, hijabs and bags. All processes are carried out manually and online, namely in marketing, ordering and making reports, starting from recording orders for goods, checking goods, and forming reports in the form of paper and data. One type of electronic sales is B2C-based sales, which is a business to consumers, which is a business carried out between business people and consumers. For example, manufacturers sell products to consumers online. Here, the producers will run their business by marketing their products to consumers without any

feedback from consumers to do business again. This means that producers only market products or services, while consumers are only buyers or users. In the midst of this pandemic, e-commerce plays an active role in helping SMEs to continue to grow (Amrullah, 2020).

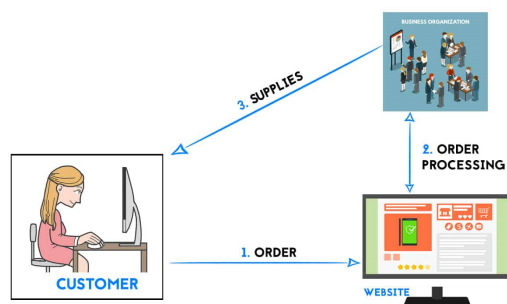


Fig 2. Business model of B2C (Business to consumers)

After reviewing the background that has been described, a problem formulation can be raised. How is the development of B2C-based E-Commerce as sales of Queen Fashion products and how is the impact of E-Commerce on Queen fashion's sales turnover through online, manual, and self promotion promotions. The results of this study are able to provide benefits in the development and application of Queen Fashion to increase sales of contemporary fashion products and expand the business.

2. Method

This type of research is a qualitative research, Data collection techniques used in this study were interviews, observation, and documentation. Research sources include owners, employees and customer of Queen fashion. Data were analyzed using qualitative data analysis techniques, generally subjective. The subjects of the research include owners, employees and customer of Queen fashion, The object is related to manual promotion activities, online promotion and self promotion. The research subjects or resource persons consisted of 3 people who were selected proportionally.

Taking these three into consideration triangulation of sources can be done. The research instrument is the researcher with his sensitivity to compare the behavior of the perpetrators with what they say in an ideal situation and they do on a particular topic. Data were collected by in-depth interviews, observations, and documentation according to the research theme (Harsono et al., 2018). Data analysis begins with checking the validity of the data by using data triangulation, followed by interpretation, sorting, and grouping of data based on special themes. According to Miles & Huberman (1992: 16) the analysis consists of three streams of activities that occur simultaneously, namely: data reduction, data presentation, conclusion drawing/verification. This research is located on Jl. Yos Sudarso, Karang Duwo, Central Sragen, Kec. Sragen, Sragen Regency, Central Java 57211, Indonesia.

3. Results and Discussion

From the results of research with Queen Fashion relating to how the development of business-to-consumer-based electronic commerce for Queen fashion during the Covid-19 pandemic, then: (1) Overall e-commerce has been implemented in Queen fashion, there are several aspects of ease of use for transactions, service quality and information quality. (2) E-commerce has a positive influence on purchasing decisions. This states that the better promotion through social media using e-commerce such as the Shopee marketplace, Instagram, Tiktokshop and Facebook, which is implemented, the higher the purchasing decisions made by consumers. (3) Overall the quality of the products available at Queen fashion is good, the products promote themselves with self promotion, because the products have good quality, with contemporary models such as the Korean style which is currently popular. (4) Product quality has a positive influence on purchasing decisions. (5) besides that Queen fashion also applies promotions manually, as for comparison with online promotions, manual promotions are only through brochures, MMT and banners, which means that promotions are not widely accessible.

Table 1. Trusting beliefs and intentions to believe

TRUSTING BELIEFS	TRUSTING INTENTIONS
(The online seller should be)	(The customers have)

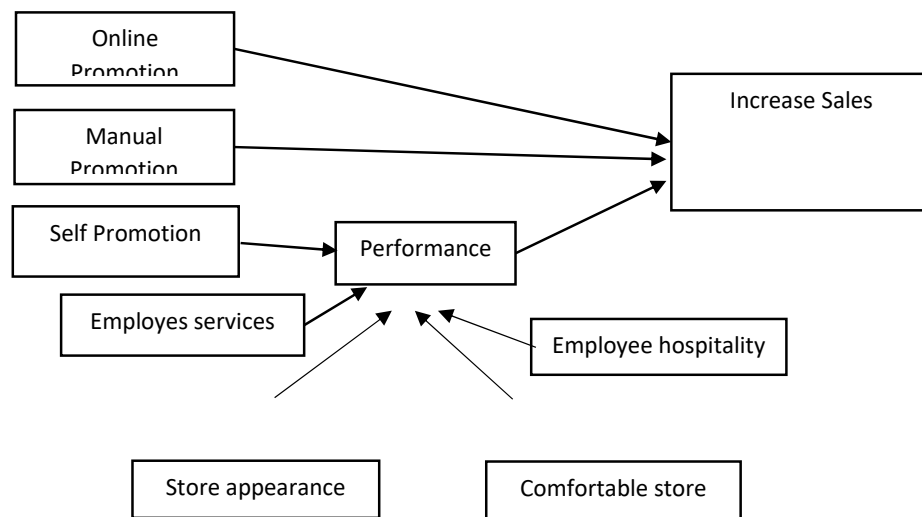
Predictable	Believe
Competent	Attitude
Benevolent	Intention of beliefs
Integral	Proof of beliefs

Online promotions such as promotions in various marketplaces have an influence on increasing sales through E-commerce using the business to consumers model, where products are sold directly by stores to consumers. The biggest indicator is through social media, where Queen fashion has official social media accounts on Shopee, Facebook, Tiktokshop and Instagram making it easier for customers to find product information. His weakness is trust. There are still many customers who feel safer to purchase transaction products at Queen fashion by coming directly to the store.

Promotion by means of self promotion can be seen that product design has a positive and significant impact on purchasing decisions at Queen Fashion. With the advantage of being sizing, Queen fashion offers product sizes that vary from children to adults. The downside is that the quality of the product fabric at Queen fashion is still thin. Sales promotion has also reflected that the company has valued their customers, both loyal and non-loyal consumers tend to switch brands when they realize other brand have offered a better benefit during sales promotion than their usual brand. **Therefore Queen fashion sells local products with good promotions so that local products are preferred by customers, not just because of brands, local products also have better quality.**

A comfortable, clean and tidy place makes customers feel at home to shop at Queen fashion, every customer comes, employees at Queen fashion always stand up and greet customers by saying "Welcome to Queen fashion and happy shopping", **and when the customer finished shopping, the employees thanked him by saying "Thank you for shopping at our store, have a nice day"** that is part of the friendliness of the employees.

Discussion



With the existing framework, the following hypothesis can be formulated:

- H1: The level of sales at Queen Fashion is influenced by online promotion.
- H2: Performance has no influence on online promotion by Queen Fashion Sragen products.
- H3: The level of sales at Queen Fashion is influenced by manual promotion.
- H4: Self Promotion is influenced by shop service performance to increase sales
- H5: The sales level in Queen Fashion is influenced by online promotion, manual promotion and self promotion.

Table 2. Trade reviews on products

No.	Review
1.	“There are various models of clothes, robes, pants, skirts, hijabs that are today. Prices vary, including in the standard price category, not too expensive and not too cheap.”
2.	“I really like the queen fashion store with its newest concept, very comfortable for shopping, especially with the very friendly service, the cleanliness is very well maintained and maintained, moreover the feeling room is spacious and very neat, the employees are beautiful, friendly and helpful, really recommended for this Those of you who are looking for a Korean style outfit, stop by at Queen Fashion at pocket-friendly prices.”
3.	“The place is super neat, clean, the best quality, super friendly service, the prices also start from the cheapest to affordable, various kinds of complete hijabs, really recommended for hijabers who are looking for premium pashmina”

4. Conclusion

Based on the results of the analysis and discussion of the data obtained through interviews with informants and secondary data about the development of e-commerce in the Queen fashion business, the conclusion from the research that has been carried out can be concluded that there is promotion through e-commerce with the marketplace in Queen fashion, can expand the marketing of Queen fashion products to outside the Sragen Regency area, and can be accessed quickly. With this e-commerce can make it easier for consumers to order, choose products, transactions and others. The E-Commerce application has a very good impact on the sales of Queen fashion products, this is based on the increase in sales and orders.

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