

Sales Effectiveness Of Jonetsustore Products Using E-Commerce

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Abstract: Thnce of E-commerce today is very helpful for people in fulfilling people's needs and desires in everyday life. The public increasingly favors the online shopping trend, namely Tokopedia, Shopee, Lazada, Bukalapak, and others. Like JonetsuStore, which has cellphone cases with designs that keep up with the times, Jonetsu produces cellphone cases for various products such as Samsung, Realme, Oppo, and Xiaomi. JonetsuStore is located at Jl. Delima Putih No.33, Krajan, Jemberlor, Kec. Patrang, Jember Regency. JonetsuStore markets its products on E-commerce not only because they are easy to access but one of the options to survive in an increasingly tight and strong business competition. This study aims to determine the impact of e-commerce on JonetsuStore sales as well as the facilitating and impeding elements of buying and selling on e-commerce to JonetsuStore. The use of the e-commerce system has an optimal impact on the seller, where the output or target is achieved, as in the sales process, it makes it easier between sellers and buyers because consumers do not need to come to the store, in terms of sales targets reaching up to 85%, usually 1-10 pcs after using the online store up to 10 and even 100 pcs of cell phone cases. And a wider market share can also affect a wider target market. The contribution of this research is that it is hoped that the results of the research can provide understanding to sellers to be able to further optimize e-commerce to maximize sales.

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Accepted : Juli 2023
Published: September 2023



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Keywords: E-commerce; Online ; Sales

INTRODUCTION

The business world is now growing with the number of competitors in any field; this proves that business actors in any field can utilize a fairly wide market share, such as products or services, so business actors must be able to continue to innovate their products and services, for consumer satisfaction. The innovation may involves technological application, products, services, market or business model (Kiyabo and Isaga, 2020) in (Supeni et al., 2023). Consumer satisfaction can be a realization that the company expects to provide some form of service to its customers (Santoso & Alawiyah, 2021). Consumer satisfaction can be the realization that the company expects to be given in a certain form service to its customers (Indarto et al., 2018). The growth of Internet technology is supported by one industry that makes use of modern computers, telecommunications, and technology. Business people can easily obtain information from the Internet to support their business activities. This discussion resulted in a new view, namely E-commerce, generally known as electronic commerce. Electronic commerce offers something new and interesting: E-commerce will replace conventional business as a whole (Porter, 2008 in Wardhanie et al, 2018). Technological developments have brought many changes in the business world, where all business actors can freely enter every business market by utilizing increasingly advanced technology, one of which is E-commerce which is now growing and in demand among business actors.

E-commerce is currently very helpful for the community in meeting the needs and desires of the community in everyday life. The growth of the Internet has had an impact on many facets of life, including consumer behavior. Consumer behavior, according to (Setiadi, 2010 in Mulyati and Gesitera, 2020), is an action that is directly related to getting, consuming, and spending money on a good or service, as well as the decision-making processes that go before and after this action. Consumer behavior is always changing and moving, so when the Internet and technology continue to experience developments, consumer behavior also

changes, including shopping. The rise of a new industry known as e-commerce is prompted by the trend of online shopping. E-commerce is the practice of carrying out commercial transactions over the internet using electronic devices and internet-enabled media. According to Laudon (2014:403) in Hendarsyah, D (2019), Online and web-based transactions are referred to as "e-commerce" in its broadest sense. The numerous online markets that have developed as a result of the growth of online shopping trends and are winning over more and more customers, including Tokopedia, Shopee, Lazada, Bukalapak, and others, are proof that e-commerce is now developing and increasing.

Several business actors see this potential engaged in various fields who can market their products easily and efficiently by using E-commerce, which everyone can access easily. This was also done by the Jonetsu Store, which used the chance to market its products on websites like Shopee and Tokopedia. JonetsuStore recognized the opportunities in online shopping trends that were growing in popularity and followed by the public, so they advertised their products in online stores that were simple to use during the transaction process. JonetsuStore has products in the form of cellphone cases designed to keep up with the times; not only selling cellphone cases for certain cellphone products, but Jonetsu also produces cellphone cases for various products such as Samsung, Realme, Oppo, and Xiaomi. JonetsuStore is located at Jl. Delima Putih No.33, Krajan, Jemberlor, Kec. Patrang, Jember Regency. Jonetsu Store markets its products in E-commerce not only because it is easy to access but also one of the options to survive in an increasingly tight and strong business competition. JonetsuStore thinks of solutions so that consumers can shop safely and safely so that ideas arise to market their products on E-commerce, as well as increase the broad power of the JonetsuStore market so that a wide audience can know them and also become a competitive strategy for other business actors engaged in the same field.

Table 1. Jonetsu Store Sales in 2022

Month	Shopee	Tokopedia	Bukalapak
January	39 pcs	15 pcs	20 pcs
February	30 pcs	18 pcs	15 pcs
March	38 pcs	28 pcs	10 pcs
April	45 pcs	16 pcs	7 pcs
May	49 pcs	20 pcs	6 pcs
June	43 pcs	32 pcs	10 pcs
July	24 pcs	28 pcs	17 pcs
August	38 pcs	36 pcs	20 pcs
September	34 pcs	25 pcs	25 pcs
October	49 pcs	36 pcs	17 pcs
November	53 pcs	23 pcs	25 pcs

Data source: Jonetsu Store Year 2022

From table 1 in above there is a problem in sales of JonetsuStore which fluctuates but is still in the positive trend in sales every month, so it can be concluded that Jonetsu Store is experiencing a problem. Based on the phenomena above, the researcher examines what factors support Jonetsu Store sales in E-commerce and f the inhibiting actors; besides that, the researcher wants to examine the effectiveness of E-commerce in increasing sales of JonetsuStore products. So that the things that support JonetsuStore sales can be identified so that they can be developed and maintained to survive in business on E-commerce.

METHODS

Approach and Type of Research

This research approach uses qualitative research, which does not use statistical numbers. Researchers conduct qualitative research to understand the phenomena that occur in research subjects, with explanations in words. Qualitative research explores and understands the meanings that several people or organisations identify with social or humanitarian issues.

Research Objects and Locations

Jonetsu Store is a business actor selling cellphone cases with a modern design and using e-commerce as a marketing medium. Jonetsu Store's address is Jl. Delima Putih No.33, Jemberlor, Patrang, Jember Regency.

Data and Data Sources

Using a method known as purposive sampling, the informants for this study were chosen because they met particular criteria, were believed to be knowledgeable about the environment at the research site, could be relied upon to provide highly accurate data, and had a thorough understanding of the issue. The Jonetsu Store's general description and operational activity data are used as primary data in this study. The Jonetsu Store provided data for this study's secondary data in the form of documents and records.

Research Instruments

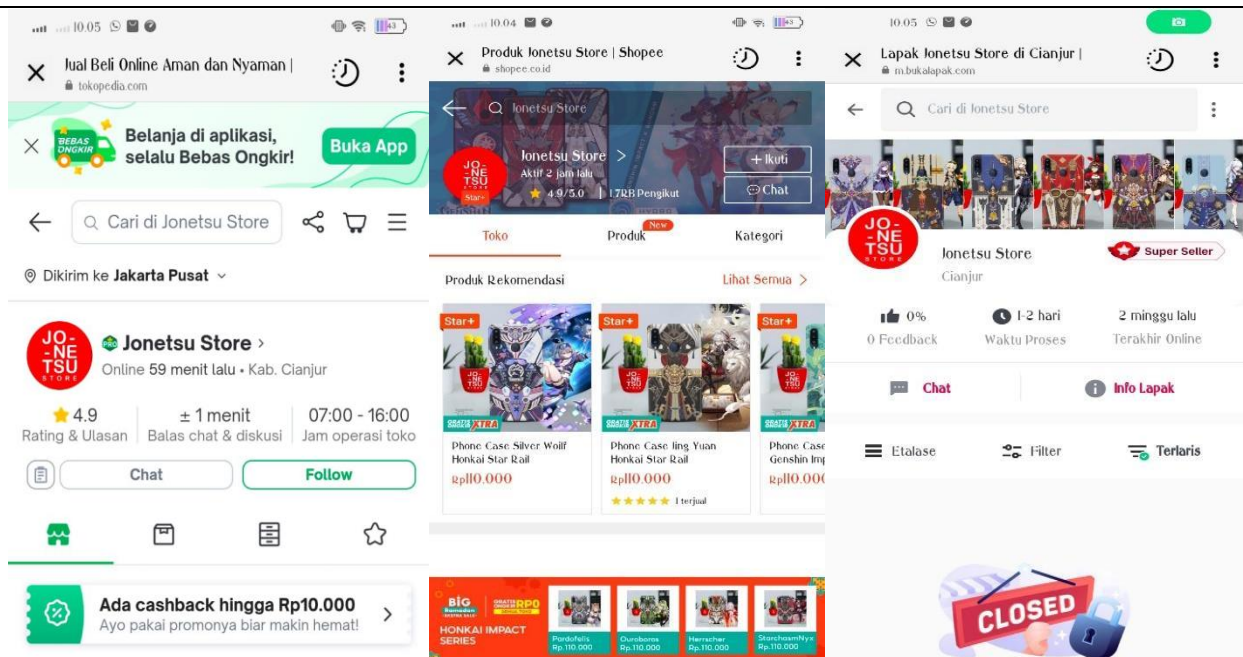
In research activities to obtain data from the field, a researcher usually uses an instrument that can retrieve information from the object or subject under study. To achieve this goal, a researcher can create an instrument. A research instrument is a tool for researchers to collect data. In this research data, the researcher becomes the key or main instrument; as a key instrument, the researcher conducts research utilizing extra tools in the form of interview, observation, and documentation guidelines.

RESULTS AND DISCUSSION

Overview of Jonetsu Store Jember

Jonetsustore is an MSME engaged in goods. Muhammad Khoirunas launched the Jonetsu Store enterprise on November 21, 2018, in Jember. He works with a cellphone casing printing company in Jakarta. This cellphone casing business started with a set of design computers and one smartphone. Initially, this casing business was promoted through Instagram social media and offered to friends around the workplace, until finally starting to sell cases on marketplaces or e-commerce after one year of selling through social media because the print results and casing durability were felt to have pretty good durability. This casing business is developing quickly because it coincides with Covid-19, which has increased people's shopping online. So until now, in 2023, casing sales can be sold in the international market and start producing other custom items such as custom bags, t-shirts, masks, and shoes.

With prices that are still affordable, they can already get cell phone cases that are very good and attractive. Apart from that, the thick material makes this phone case last a long time. Jonetsustore joins several E-commerce companies, namely Shopee, Lazada, and Bukalapak. Joining through e-commerce makes it easy for customers to shop because they save more time and effort; they don't need to come to the store directly, stay at home and use the internet or wifi quota. If shopping through online commerce is sufficient, isn't it very handy, especially for customers whose residences may be very far from Jonetsustore. Furthermore, based on the documents obtained by researchers from the owner of JonetsuStore Jember as follows:



Picture 1. JonetsuStore E-Commerce Sales at Tokopedia, Shopee, and Bukalapak

Obstacles faced when joining e-commerce, of course, there are always them, including they have to be ready to compensate if the goods they send are damaged during delivery; they also have to be ready to accept complaints when the goods they send are not enough to satisfy the customer later. Some of the obstacles when doing online shopping include those who live in very remote places; it is very difficult when shopping online because the signal hampers it, and not all of them can also shop online or maybe know e-commerce because there are still many of them who still don't have cellphones and minimal knowledge due to limited funds or lack of human resources. However, as time goes on, MSMEs in Indonesia are developing quite quickly, and Jonetsustore, of course, has many competitors. As a result, Jonetsustore occasionally experiences a decrease in sales, but they don't let that discourage them because they continue to grow their company and innovate to create goods that appeal to customers.

Vision and Mission of Jonetsu Store Jember

1. Vision Jonetsu Store Jember

To be a company that is capable of making designs with the most freedom of expression

2. Mission Jonetsu Store Jember

- . Creating free jobs without any pressure
- a. Creating a company that liberates artistic expression

Discussion of Findings

This section will discuss the findings regarding the Effectiveness of Using E-commerce on Sales of JonetsuStore Jember Products. To find out data about sales effectiveness through e-commerce systems, the researchers obtained the data from interviews, observations, and documentation. Data is obtained not in the form of numbers but through arguments and documentation. In the form of arguments, among others, namely, information obtained from shop owners, e-commerce account holders, and two consumers, as well as data obtained from observations that have been made.

1. Is E-commerce very effective in increasing sales to JonetsuStore?

Based on the findings of the research on the Effectiveness of the Use of E-commerce on Jonetsu Store Jember Product Sales in the previous sub-chapter are:

a. Effectiveness

According to Agris in Tangkilisan (2005:139), Effectiveness is a balance or ideal method for realizing potential and making the best use of human strength. Therefore, the notion of degree of effectiveness demonstrates that at the highest level, the organization performs tasks or functions in order to achieve the objectives by making the best use of the available tools and resources. Effectiveness is the connection between results and objectives. Effectiveness, which derives from the word effective and means having an effect (influence, consequence, impression), can also mean using methods/means, means/tools to carry out activities so that they are successful (to achieve the best results). Effectiveness is a measure of how far the output level of policies and procedures from the organization reaches the stated goals. Whereas what happened in the field of the product marketing process that occurred at the Jonetsu Store Jember had a very large impact on stores in using online stores because it was very helpful in the process of buying and selling transactions, resulting in an increase in revenue and sales that always targeted up to 85%, usually 1 -10 pcs after using the online shop can be up to 10 or even 100 pcs of cell phone cases.

Moreover, in terms of market coverage is very broad. Therefore our store is in the process of selling products using an online store. Previously, stores were only known in the J member area of the city; now, the marketing system extends to the entire city. According to Sarigih et al.'s (2013) explanation, e-commerce has a favorable and significant impact on MSMEs since it can offer advantages that can boost MSME performance.

b. Sale

Sales is a process in which the seller ensures, anticipates, and satisfies the needs or desires of the buyer so that benefits can be achieved, both for the seller and the buyer, that are sustainable and profitable for both parties (Winardi, 2001, p. 3). Sale is a process of exchanging goods/services between sellers and buyers, with the medium of exchange as money. The person who sells something will get a reward through money. Selling is a social managerial process that enables people and groups to create, offer, and exchange valuable things with other people. Whereas what happened in the Jonetsu Store store decreased the production of goods, namely as sellers and buyers. So the Jonetsu Store offers products in HP cases to be sold to consumers for profit.

c. E-commerce

According to (Siregar, 2010), Electronic commerce, sometimes known as "e-commerce," is the exchange of goods, services, and information over computer networks. E-commerce is a subset of e-business, whose focus extends beyond merely commerce to include customer support, business partner collaboration, and job openings. E-commerce also needs database or database technology, e-mail or electronic mail (e-mai), and other non-computer technology, such as goods delivery systems and e-commerce payment methods, in addition to www network technology. This is -commerce. E-commerce is the exchange of products and services via computers and network media between businesses, households, individuals, the government, the general public, and other private groups. In addition, according to Hildamizanthi (2011) in Refyantiningasih (2017). Electronic commerce is the practice of acquiring and exchanging goods, services, and information using a computer network. The Internet is one of the networks used. Electronic Business (business performed by electronic transmission), which includes Electronic Commerce. According to (Sukamjati (2009) in Saputro (2019), The infrastructure's three-layered value chain is integrated as part of the implementation of e-commerce. Distribution system infrastructure (flow of commodities), payment system infrastructure (flow of money), and information system infrastructure (flow of information) come in that order. Enterprise system integration is required to generate supply chain visibility and to link supply chain systems from suppliers to factories, warehouses, distribution, transportation services, and customers. If we want to create an online store, we must pay particular attention to three aspects: variability, visibility, and pace. Meanwhile, what is happening in Jonetsu Store Jember's business development is from its product marketing system using technology, namely online stores such as TokoPedia, Bukalapak, and Shopee. From the use of technology, our business has a wide national scope in big cities such as Malang, Jakarta, and Surabaya.

From the aforementioned statement, it can be inferred that Jonetsu Store has utilized e-commerce, which refers to an activity or activity of buying and selling products online that is carried out by Jonetsu Store through electronic devices like mobile phones and computers as a means of conducting business transactions.

2. What factors inhibit buying and selling through E-commerce to JonetsuStore?

Based on the findings of the research on the Effectiveness of the Use of E-commerce on Jonetsu Store Jember Product Sales in the previous sub-chapter are: The following are some issues with the adoption of e-commerce: a slow internet connection, a network that does not reach every part of Indonesia, bank administration, and delivery of items to customers. Low expenses for creating e-commerce websites and an increase in clients are factors that favor the development of e-commerce.

a . Complexity Level

MSMEs believe e-commerce is too complex to deploy. It is still easy to create for the static web, but if you are already logged into the payment transaction integration stage. SMEs feel inadequate. This is coupled with the ability of human resources that are less supportive.

b . IT planning

In the early stages, SMEs often need to remember careful planning for the continuity of e-commerce. This plan includes initial planning and further development of e-commerce.

c. User IT Skills

As previously explained, human resources in Indonesia still need IT mastery. This can be overcome by participating in quality improvement programs through workshops or training in e-commerce, both held by the government and the private sector.

d. Management Support

The change from conventional to online business systems will certainly impact employees. Here the role of MSME owners as decision-makers is very important to motivate and encourage employees to adapt to existing companies.

Based on the explanation of this matter according to the constraints at the Jonetsu Store, the store is a network problem. The system is indeed an obstacle for the store because technology matters like a server cannot be denied; therefore, as a seller or online store admin, the Jonetsu Store store receives messages via WA. So consumers do not use online stores to purchase products.

3. What are the supporting factors for buying and selling through E-commerce towards JonetsuStore?

Based on the findings of the research on the Effectiveness of the Use of E-commerce on Jonetsu Store Jember Product Sales in the previous sub-chapter are:

Several factors certainly cause the high rate of e-commerce users in Indonesia. This is what underlies this significant development, including increasing population growth, ease of accessing the internet, to increasingly advanced technological developments. Implementing digital technology is seen as an integral part of the business strategy. Support can help companies to create value in the goods or services offered. Long before guaranteeing internet facilities, using digital technology in a business context was intended for efficiency reasons. Ahmad et al. (2014) in Hernando, H (2017) stated that managing a company's internal information supported by digital technology could increase the efficiency of business processes.

Factors that support sales at the Jonetsu Store store are that e-commerce is quite easy, cheap, and effective to apply to this business model. The owner initially came across an article by accident that encouraged the owner to implement sales through e-commerce; after reading and comprehending the article, I came to the conclusion that sales through e-commerce are quite appropriate and feasible to develop. Additionally, sales activities through e-commerce can make it easier to offer product designs that have been made so that this also makes it easier for consumers to make purchases and this can also foster consumer trust.

CONCLUSION

The conclusions drawn from the research's findings are as follows, based on the research's findings and the discussion that has been described:

1. Based on the research findings that Jonetsu Store has carried out in the use of the e-commerce system, it has an optimal impact on the seller, where the output or target is achieved, as in the sales process it makes it easier between sellers and buyers because consumers do not need to come to the store, in terms of sales targets achieving pay up to 85%. Usually, 1-10 pcs after using the online shop until ten; even 100 pcs of hp cases. Moreover, a wider market share can also affect a wider target market.
2. According to research findings at the Jonetsu Store, there are some challenges that the store faces. For example, network and system issues are a challenge for the store because there is no denying that technology matters. As a result, the Jonetsu Store receives messages via WA whether it is acting as an online shop admin or a seller. Consequently, customers do not buy things from internet businesses.
3. Factors that support sales at Jonetsu Store stores are that e-commerce is quite easy, cheap, and effective to apply to this business model; sales activities through e-commerce can make it easier to offer product designs that have been made so this also makes it easier for consumers to make purchases and this can also foster consumer trust and satisfaction in making purchases because the design images offered with the designs sent are very appropriate.

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