PENGARUH IMPLEMENTASI PEMASARAN BERBASIS *E-COMMERCE* TERHADAP VOLUME PENJUALAN PADA PT SINAR GRAHA INDONUSA MEDAN

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ABSTRACT

PUTRI RAMADANI, NPM: 178320217, JUDUL : *EFFECT OF MARKETING BASED IMPLEMENTATION E-COMMERCE TO SALES VOLUME AT PT SINAR GRAHA INDONUSA MEDAN*, *Supervised by* : **Dr. Sugito, Se, MM**

Marketing strategy is a marketing policy designed by company management to increase sales volume. One of the marketing strategies used is e-commerce. The research was conducted at PT. Sinar Graha Indonusa Medan with the aim of wanting to know the effect of e-commerce implementation on increasing sales volume. The research method is carried out with a quantitative approach. Data collection was carried out by distributing questionnaires to 82 respondents. The data that has been obtained is then analyzed by simple linear regression, partial test, and determination test. The results showed that e-commerce had a positive and significant effect on sales volume at PT. Sinar Graha Indonusa. The influence of e-commerce on sales volume is 49,5%. With this condition, it shows that the company continues to innovate in e-commerce because it has a relatively strong influence on increasing sales volume.

Keywords: E-Commerce, Sales Volume
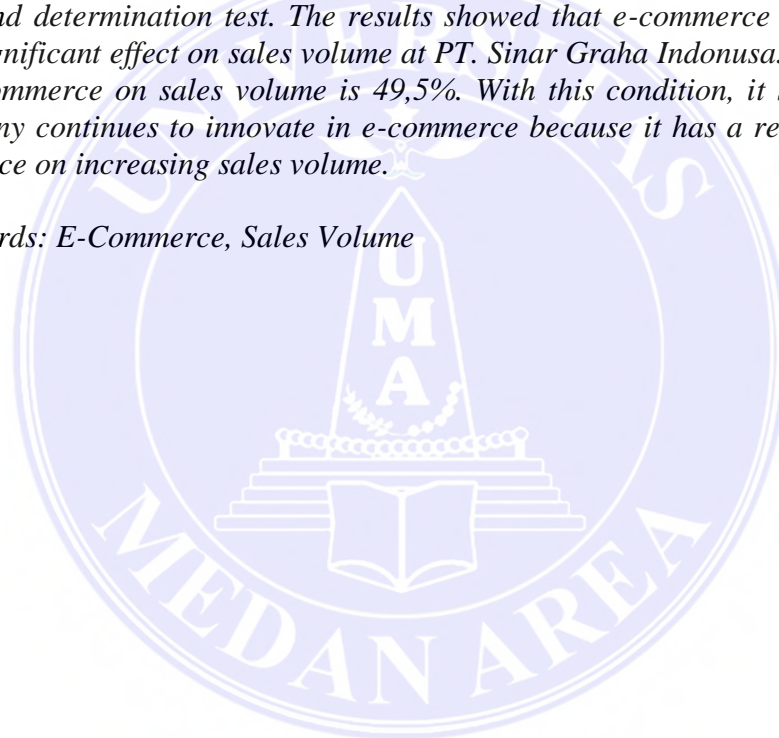
CHAPTER I

INTRODUCTION

1.1 Background of Study

Housing needs by the community is a basic need that must be met. The need for housing as a place to gather and socialize with families is a dream for every family. An ideal and healthy home for a family can provide comfort and well-being for its residents. So it cannot be denied that the increasing population growth in Indonesia is correlated with the need for houses that are livable, healthy and provide comfort for their residents.

Observing the phenomenon as above, it increases the growth of the property business which tries to answer the community's need for housing. This increasing property business growth has an impact on high competition among property entrepreneurs to market their products. So that property entrepreneurs are required to innovate in marketing their products. Innovation in marketing is not only about utilizing available technology, but rather how the innovations created are able to attract consumer interest and lead to product purchases by these consumers. Creativity in marketing in the current era of globalization has become a demand that must be met by producers, if producers want the products being marketed to get the attention of potential consumers to buy the products being marketed.

The development of information technology in this digitalization era which is growing very rapidly, requires property entrepreneurs to take advantage of these technological developments as a medium to market their products.

Information technology, which has penetrated into various business sectors and to various levels of society, has become a powerful weapon to support the business ventures of entrepreneurs. The advantages of information technology have been able to shift conventional marketing methods that have been abandoned by many entrepreneurs. So it is not surprising that the competition for product marketing through digital network media is currently so tight and variously used by many producers and entrepreneurs.

Marketing through internet-based digital technology is currently a powerful marketing strategy to attract many consumers. Internet users by the public (prospective consumers) are growing rapidly opening wider opportunities to market and increase product sales. The Association of Indonesian Internet Service Users (APJII) released the growth of internet users as follows:

Figure 1.1. Internet User Growth in 2018

Source: Indonesian Internet Service User Association (APJII) in 2020

Looking at the growth of internet users in Indonesia from 2017-2018 shows a significant growth. In 2017 Internet users in Indonesia were only 54.88% of the total population of Indonesia. And in 2018 it grew to 64.8% of the total population of Indonesia. This significant growth is an opportunity for producers/businesses to promote their products through internet-based digital marketing media. It is a challenge for producers and entrepreneurs with the presence of technology in the marketing field, where companies that switch to digital-based marketing strategies are required to be able to increase their sales growth volume before using digital technology in their marketing.

Marketing through information technology which is now known as e-commerce promises success in marketing products, because through e-commerce information about products, payment methods, easy access and other conveniences provides great benefits for entrepreneurs/producers as well as for consumers. With information technology that is real time (on time) can save costs, increase efficiency and effectiveness of users. For producers, marketing based on information technology (e-commerce) is expected to be able to increase sales and increase profit achievement, as long as producers are able to make maximum use of marketing technology with various creativity and innovations that offer conveniences for consumers.

The use of digital marketing (e-commerce) is a way to make it easier to understand the purpose of marketing communication through digital marketing. Ease is meant in terms of disseminating information, creating awareness, research objectives, building perceptions, product trials, improving services, increasing distribution (Morissan, in Putra and Darma, 2019). The purpose of e-commerce is

to maintain the communication process with customers, where customers get information about products, characteristics, prices and terms of sale. Currently promotion through the internet is very helpful and it is necessary to use the available tools and innovations to be able to properly implement promotional services which will ultimately lead to business success (Darma, 2019).

E-Commerce or Electronic Commerce is basically the sale or purchase of goods and services, between companies, households, individuals, governments, and communities or other private organizations, which is carried out through computers on network media (Candra, in Putra, 2015). E-commerce has become a modern trade concept today, where promotions, transactions, namely buying and selling transactions, and services are carried out based on information technology and telecommunications for financial gain (Shahnaz, in Widani and Darma, 2019).

Understanding E-Commerce simply in the current digitalization era is a medium that supports modern business fields based on internet technology networks, where the media that supports e-commerce are in the form of websites and other social media that can be accessed easily by users, so that in promotion and transacting products that are traded without face to face with consumers and potential customers but can fulfill consumer desires and provide satisfaction for consumers in terms of service.

The presence of digital technology for Sinar Graha Indonusa Medan company is expected to help this company introduce, influence, and sell its products through e-commerce marketing. The company which is engaged in the property business has set a policy to innovate marketing through e-commerce which is expected to increase the volume of housing sales to the public.

Management of Sinar Graha Indonusa Medan company has been confirmed to use this digital technology as a medium that drives the growth rate of product sales.

The development of the company's sales volume at Sinar Graha Indonusa Medan company for the past 5 years has shown conditions as shown in the following table:

Table 1.1.

Sales Volume Growth of Sinar Graha Indonusa Medan company 2015-2019

Period (in units)

No	Period	Volume	Growth	
1	2015	458	0	0
2	2016	477	19	4%
3	2017	502	25	5%
4	2018	667	165	33%
5	2019	572	-95	-14%

Source : Sinar Graha Indonusa Medan company

Based on table 1.1 above, it shows sales volume growth during 2015-2018 which experienced a relatively significant increase in several sales years. Likewise, sales growth during the year experienced increased sales growth as well. However, in 2019 the company experienced a decrease in sales volume of 95 units or -14% from 2018. The decline in growth of -14% was a significant decline and greatly affected the achievement of the company's profit that year. This condition requires companies to find solutions in order to achieve increased sales volume growth by maximizing the available e-commerce marketing media. Sinar Graha Indonusa Medan company can learn from the experience of the previous few years, where sales growth has increased consistently every year.

Once the importance of a digital technology-based marketing strategy in this case e-commerce for a company in an effort to increase its sales volume, the company's management is required to be able to adapt to the development of digital technology, but still focus on product quality and other factors that give value to the product marketed. This means that the company does not depend entirely on the e-commerce it builds by ignoring other things. And maintain the quality of e-commerce along with the content in it so that it becomes an attractive medium to be visited by consumers and potential consumers. Thus, it is hoped that the e-commerce that is built can increase the company's sales volume.

One of the most important things is when companies use digital marketing (e-commerce) in marketing, it means the company is trying to cut and minimize marketing costs, which has an impact on achieving overall company profits. Measuring the success of e-commerce in supporting the company's marketing program is not only seen from the increase in sales generated, but can also be seen from how much the company is able to minimize marketing costs. Because one of the goals of using digital marketing (e-commerce) is to minimize marketing costs because they no longer do marketing in the conventional way that requires a lot of marketing personnel.

So it is very important for the company's management, especially the marketing division which is the spearhead of increasing sales which ultimately leads to the growth of the company's profit achievement in each period. Achievement of profits from the sale is not only temporary, but must be sustainable every period. If that happens, the form of achieving increased company sales through various marketing strategies that are built and developed at

least the company is able to maintain the existing company strategy, and at the next stage the strategy can be further improved to achieve better results every year.

Based on the description and explanation of the research background and the phenomena found in the field in the section above, then the researcher is interested in conducting research as outlined in this thesis by taking the title of the research: "The Effect of E-Commerce-Based Marketing Implementation on Sales Volume at Sinar Graha Indonusa Medan Company".

1.2 Formulation of Study

As a starting point to answer the problems found in the field, then at this stage, the existing problems need to be formulated. Based on the description of the background above, the researcher formulated the problem in this study as follows:

1. Does the implementation of e-commerce affect the sales volume of Sinar Graha Indonesia Medan company?

2. Does quality content affect the sales volume of Sinar Graha Indonesia Medan company?

3. Does the ease of access affect the sales volume of Sinar Graha Indonesia Medan company?

4. Does visitor satisfaction affect the sales volume of Sinar Graha Indonesia Medan company?

5. Does mobile friendly affect the sales volume of PT. Sinar Graha Indonesia Medan ?

1.3 Objectives of Study

From the description of the research above, the purpose of study can be described as follow:

1. The effect of e-commerce-based marketing implementation on sales volume at Sinar Graha Indonusa Medan company.

2. The effect of quality content on the sales volume of Sinar Graha Indonesia Medan company.

3. The effect of ease of access on the sales volume of Sinar Graha Indonesia Medan company.

4. The effect of visitor satisfaction on the sales volume of Sinar Graha Indonesia Medan company.

5. The effect of mobile friendly on the sales volume of Sinar Graha Indonesia Medan company.

1.4 Significance of Study

The results of the research are expected to provide benefits for those who need it, especially:

1. For the researcher herself.

To add insight and knowledge in the field of Marketing Management, especially in conducting e-commerce-based marketing to increase sales volume.

2. For Sinar Graha Indonusa Medan company

As a contribution of ideas, thoughts, and input to determine the quality policy of e-commerce-based marketing to increase sales volume.

3. For other researchers.

As reference and comparison material for those who will conduct research on the effect of e-commerce-based marketing on increasing sales volume.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Background

2.1.1 Sales

2.1.1.1 Definition of Sales

One of the functions in marketing that is very important and becomes a very decisive thing for companies to achieve company goals is to earn profits. With the profits obtained will support and maintain the continuity of the company's operations. With these profits the company can develop (expansion) business by developing products, developing business locations, and other developments which are a form of company sustainability. In essence, the profit earned by the company in one period will really help the company to determine the next step/business plan of the company.

Profit is a manifestation of the company's ability to sell its products. The number of company sales in one period shows the company's achievements in managing the company through the sales made. In general, the level of sales is a measure that is often used to measure the level of success of the company. Because the company's business, especially companies that sell products, then the achievement of profit or increase in profit becomes very important to maintain its growth.

Basically the definition of sales according to some experts there are differences depending on the point of view. According to Rudianto (2009) "Sales are an activity that results in the flow of goods out of the company so that the

company receives money from customers". This definition describes an activity of a company delivering/issuing a product or service to be submitted to another party which is compensated with payment in the form of cash receipts.

The definition of sales according to Moekijat in Satriawan (2018) explains "sales is an activity aimed at finding buyers, influencing and providing instructions so that buyers can adjust their needs to the products offered and enter into agreements regarding prices that are profitable for both parties".

The definition of sales above explains that sales are activities in which there are activities to influence, direct potential buyers and at the same time offer products/services to buyers/prospective buyers to make buying and selling that can benefit both parties. Understanding the two meanings of sales above, it can be concluded that selling is a buying and selling transaction activity which is accompanied by elements of influencing prospective buyers to be interested in the products/services offered and both parties (seller and buyer) benefit/benefit from these buying and selling activities.

A sales strategy must be built, to produce the planned sales targets. To realize such a thing, the company must apply the concept of sales in accordance with the conditions and objectives of the company. According to Kotler (2007:28) "the concept of selling is a general approach used by many companies to the market. The selling concept assumes that consumers, if left unchecked, will usually not buy products from manufacturers. Therefore, producers must carry out aggressive sales activities and vigorous promotional efforts.

The selling concept assumes that consumers usually show a weak desire to buy or show resistance, so they need to be persuaded or treated in a friendly and

patient manner so that they are more motivated to buy. Therefore, producers/companies must carry out a series of effective sales activities and carry out promotions to encourage increased purchases by consumers.

Selling through a sales concept that is understood in depth, it is not a difficult problem for manufacturers to market their products/services. A sales concept-based sales strategy will promise success for the company, given that consumers do have to be driven to generate interest to be attracted to the products offered. The growing interest is an opportunity for marketing officers to motivate potential buyers to make choices about the products being sold.

In the concept of e-commerce-based sales, manufacturers must make the website look as attractive as possible to attract consumers to visit the company's website. The design of the content on the website as an e-commerce medium is able to give the impression to consumers to visit the company's website and end up in the purchase process. An attractive website design can be one of the attractors for consumers to make purchases and maybe repurchase the products offered for now and in the future.

Kurnia in Iyas (2011) explains several factors that can affect sales, including:

1. Product quality

The decline in product quality can affect sales volume, if the quality of the products traded decreases it can cause buyers to feel disappointed so they will turn to other products of better quality.

2. Consumer tastes

Consumer tastes are not fixed and he can change at any time, if the consumer's appetite for the products being sold decreases, it will reduce sales volume

3. Service to consumers

It is an important factor in efforts to facilitate sales of businesses where the level of competition is getting sharper. With good service to consumers so as to increase sales volume.

4. Competition lowers the selling price

Discounts can be given with the aim that sales and company profits can be increased from before. The discount can be given to certain parties under certain conditions.

Understanding the factors that influence sales growth mentioned above, then implementing the sales concepts will make it easier for marketers to develop and plan more attractive sales strategies to increase sales volume better than in previous years.

2.1.1.2 Marketing Strategy that Increase Sales Volume

The marketing strategy is the stage that the company takes to achieve the maximum level of sales. According to Mullins, Walker & Boyd and Fandy Tjiptono (2014:4) marketing is a social process that includes the activities needed to enable individuals and organizations to get what they need and want through exchanges with other parties and to develop sustainable exchange relationships.

Sales activities carried out by the company involve elements of personal influence/consumers, inviting other people to be willing to buy the goods or services offered. This process can be done face to face or through media or digital marketing intermediaries. Sales activities in which there are elements of influencing/inviting consumers to buy the products offered aim to increase sales volume.

Sales volume is the amount of goods or services sold in the exchange process. (Basu Swatha: 2010). Consistently increasing sales volume is a dream for the company. The more sales volume increases, the more company profits will increase, increase employee income, increase the amount of production, increase market expansion, and so on.

The definition of sales volume put forward by Rangkuti (2009: 207) that "sales volume is an achievement expressed quantitatively in terms of physical or volume or units of a product". Sales volume is something that indicates the ups and downs of sales and can be expressed in units, kilos, tons or liters and so on.

To make it easier to measure the growth rate of sales volume, it is done by comparing sales developments for each period. Hermanto (2015) shows the calculation of sales volume growth for each period is as follows:

$$\text{Sales Growth} = \frac{\text{Sales on Year 1} - \text{Sales on Year 0}}{\text{Sales on Year 1}} \text{ x } 100\%$$

Using the formulation above will make it easier for companies to see the company's sales growth each period through sales growth ratios. Thus, it will be easier to formulate strategic steps to anticipate or change the marketing strategy.

Increasing sales volume through marketing must be formulated with a strong commitment by management, especially in the field of marketing. The commitment built is based on strategies that are able to support the achievement of the desired level of sales. The marketing strategy is not only limited to momentary achievements, but strives as best as possible to make these achievements sustainable for the following periods.

According to Assauri (2011:168), the marketing strategy is basically a comprehensive, integrated and unified plan in the marketing field, which provides guidance on the activities to be carried out in order to achieve the marketing objectives of a company. The important characteristics of a marketing strategy plan according to Assauri (2011: 183) are:

a. The starting point for its preparation is looking at the company as a whole.

b. Efforts are made to ensure that the impact of the planned activities is comprehensive.

c. In its preparation, efforts are made to understand the forces that affect the development of the company.

d. The schedule and time (timing) that are determined are appropriate and take into account flexibility in dealing with changes.

e. Planning is done realistically and relevant to the environment at hand.

Developing a marketing strategy to increase product sales volume must also understand the market to be entered. Assauri (2011:179) provides direction regarding the strategy to enter the market as follows:

1. Marketing strategy that does not discriminate against the market (undifferentiated marketing).

2. Marketing strategies that differentiate the market (differentiated marketing).

3. A concentrated marketing strategy (concentrated marketing).

It is very necessary to understand the market that will be entered and the strategy to enter the market, so that the company does not get stuck with the strategy it makes itself because it does not know the specific market it is entering, and mistakes in the marketing strategy in the market it enters. It is very important for the company (marketing division) to know more about the specific market and adequate techniques/strategies to dominate the market entered to achieve sales goals.

An e-commerce-based marketing strategy that is part of e-marketing must define several design stages, including (Straus and Frost in Pradiani, 2017):

1. Conduct a situation analysis

The situation includes environmental and market conditions that are always changing, at least a consideration in choosing a market.

2. E-marketing planning strategy

The determination of marketing strategies through electronic digital media (e-marketing) must take into account the development of electronic media that is developing and in demand by the public/market, and adapted to the products and conditions of the company.

3. Clear goals/targets

The target of using e-marketing sets the right and clear target market regarding the use of e-marketing.

4. Strategy-marketing

Strategy setting through e-marketing does not override the quality of the media and content used.

5. Implementation plan

Choosing the right time is when using an e-marketing strategy by taking into account the company's capabilities.

6. Required budget

Consider the costs involved when the company determines the use of e-marketing in encouraging product promotion and sales activities.

7. Evaluation plan

Evaluation/review of the quality and effectiveness of the use of e-marketing is planned regularly and consistently.

2.1.2 Marketing Communication

The management strategy through the marketing division to generate maximum sales from the business it runs, is to carry out intensive marketing and intensive promotions. In the current era of digital technology, it makes it easy for management/companies to market products/services by utilizing digital technology as a medium to support smooth marketing. On the one hand, digital technology becomes a challenge for management/companies to market their products to further increase their sales, because the available facilities (internet-based digital technology) will reduce marketing activities directly to the field or targeted marketing locations.

Of the various marketing techniques used by many companies, marketing communication is a technique that companies should not abandon. According to Tjiptono (2011), understanding of marketing communication is an activity that seeks to disseminate information, influence/persuade, and/or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

The implementation of marketing communication or marketing communication that is carried out properly, keeps the company away from the emergence of risks caused by ineffective and inefficient promotion strategies and implementations. In the end, the marketing implementation carried out failed to achieve its goals and objectives. Marketing communication which is part of the marketing strategy is at least carried out with various innovations and high creativity, so that it has its own qualifications and characteristics that are not owned by other companies, especially similar companies.

In marketing studies, effective and efficient promotional activities can be included as a concept in the marketing communication mix. According to Soemanegara (2012:1) The marketing communication mix is always associated with a number of messages about goods and services, experiences, activities, people, places, ownership, organizations, information, and ideas. The scope of this marketing activity cannot be separated from the role of communication. Because basically, the form of delivering information about what is offered by the company to consumers cannot be separated from determining the forms of media for distributing messages and the message itself. The importance of understanding

marketing communications is intended so that the information conveyed can have the desired impact and achieve a common will.

Soemanegara (2012:2) adds that the marketing communication mix is a combination of six communication models in marketing, namely:

a. Advertising

Communicating persuasive information is about the product to be promoted through special and specific messages on media that are considered strategic.

b. Sales promotion

Efforts or activities to inform or offer products with the aim of attracting potential consumers to buy or consume the products offered.

c. Public Relations

Establish and maintain relationships with potential buyers and buyers to keep customers from switching to other products.

d. Personal selling

Direct (face-to-face) communication between sellers and potential buyers to introduce products to form an understanding of potential customers on the products offered.

e. Direct sales

Strategies to promote products aimed at influencing consumer action.

f. Sales via internet network (e-commerce)

Sales practices that not only promote products, but can also conduct product sales transactions through the e-commerce media.

The marketing communication model mentioned above can be used as an alternative for companies to carry out marketing strategies in an effort to increase and achieve maximum sales. There is a high demand for creativity and innovation in marketing, so the combination of the six marketing communication models mentioned above will be able to further help the company towards its success in marketing.

2.1.3 E-Commerce

2.1.3.1 Definition of E-Commerce

The presence of internet-based information technology has changed many things in people's lives and business continuity. The presence of this technology requires many companies or manufacturers to make changes in their operations and business strategies, including marketing strategies. Previously, marketing was done through personal selling, door to door, newspapers, magazines, television, radio, brochures, banners, and word of mouth marketing, now this is still being done but with lower intensity. In fact, some companies have completely abandoned the media and promotion/marketing methods mentioned above and switched to marketing methods that are the most simple but provide great effectiveness and efficiency for the company.

The presence of technology has shifted marketing methods in conventional ways, and switched to technology-based marketing. Technology users are predicted to be able to increase the company's sales volume, because it is considered more effective and efficient in achieving its goals and objectives. With the availability of technology, it will be easier for companies to introduce and

attract buying interest from customers and prospective customers to buy products that are promoted or offered because they are able to reach a wide and unlimited area.

One of the marketing media used in marketing strategies is E-Commerce (Electronic Commerce). E-Commerce is the implementation of commerce in the form of sales, purchases, orders, payments, and promotions of a product of goods and/or services by utilizing computers and means of communication. digital electronics or data telecommunications. In addition, this form of commerce can also be carried out globally, namely by using the internet network (Kuswiratmo, 2016:163).

The advantages of e-commerce are conducting business activities with ease, speed and unlimited time, minimizing errors in processing. And can minimize labor costs. The company implements an e-commerce sales system to be able to achieve overall company improvement. E-commerce is a strong support tool so that it can help companies achieve their goals, such as in achieving revenue through sales by the company. Where e-commerce helps companies in carrying out company operations which can help increase company revenues through the sales system because it can reach consumers globally (Gunawan, 2016).

Network marketing with e-commerce is global. There is no limit for e-commers owners to enter the market segment. This means that all market segments can be entered as long as the market can access the site of the company that owns the e-commerce. With this unlimited market segment, it opens up great opportunities for every e-commerce owner to increase their sales.

The use of e-commerce in marketing is universal. This means that there are no restrictions on creating them and no restrictions on accessing them. According to the Ministry of Communication and Information in 2014 the development of e-commerce data reached 82 million or equivalent to 8th in the world, Indonesia is one of the developing countries with potential for e-commerce spread throughout the world apart from China, India, Brazil and Russia.

According to Hidayat (2008: 5) electronic commerce (E-Commerce) "is part of a lifestyle that allows buying and selling transactions to be carried out on-line from any corner of the place". The freedom to hold and access e-commerce and transact with the media is declared valid and justified because it is protected by Law No. 8 of 1999 concerning consumer protection.

E-Commerce is a business transaction that occurs in an electronic network such as the internet. Anyone who has an internet network can participate in E-Commerce. E-commerce also involves activities related to electronic transaction processes such as electronic fund transfers, electronic data exchange, inventory data processing systems carried out by computer systems or computer networks and so on. In information technology, e-commerce can be categorized as part of e-business, where e-business has a wider scope in terms of activities. (Vermaat, in Hidayat 2008).

Some E-Commerce can be distinguished according to its characteristics. Kuswiratmo (2016) classifies e-commerce as follows:

1. Business-to-Business (B2B)

B2B e-commerce includes all electronic transactions of goods or services carried out between companies.

2. Business-to-Consumer (B2C)

B2C is a type of e-commerce between a company and the end consumer.

3. Consumer-to-Consumer (C2C)

C2C is a type of e-commerce that includes all electronic transactions of goods or services between consumers.

The standards that E-commerce must have in supporting the success of marketing strategies to increase sales volume according to (Hidayat, in Asim, 2019) are as follows:

1. Product

There are many types of products sold through the internet such as health, sports, beauty products, clothes, bags, wallets, watches, etc.

2. A place to sell products (a place to sell)

Where to sell means internet is available. This means that e-commerce must have a hosting and a domain.

3. How to receive orders,

How to order can also be via email, telephone, sms, and others.

4. Payment method,

Payment can be made by check, bank draft, credit card, internet payment, transfer, cash.

5. Shipping method,

Delivery can be done through packages (expedition services), sales.

6. Customer service

Online forms, email, FAQ, telephone, chat, Whats App, and more.

Determining the success and efficiency of e-commerce in supporting marketing and achieving maximum sales can be compared with the costs incurred to hold/build the e-commerce. Efficiency can be used as an indicator of the success of e-commerce because every marketing activity requires a fee, so that it will have an effect on the company's overall profit.

Lestari (2017) uses indicators of e-commerce costs and the number of e-commerce visitors in determining indicators of e-commerce success. These two indicators are simple indicators to analyze. The two indicators (e-commerce costs and the number of e-commerce visitors) are directly related to seeing the quality and success of a company's strategy to use e-commerce. Both are considered in determining the success of the marketing program because the data has been confirmed to be available in the company and is very easy to obtain.

E-commerce-based marketing will ultimately be a consideration that needs to be maintained if it is able to achieve its real goals. However, if different conditions occur, the company must revise the strategy in other ways by remaining based on information technology with the internet network, because this technology provides a lot of hope for achieving the goal of increasing sales. But in the end it all depends on the actors (HR) how to be creative in making e-commerce that is interesting and not boring, and provides a lot of information that is really needed by consumers.

Some of the factors recommended by Sunmedia (2020) to produce good quality e-commerce, require several considerations that affect many things, including:

1. Quality content

Writing quality and interesting content is a choice. You can choose to allocate the time needed to work on creating quality content and building a good brand. Or you can choose to take the easy way and write modest content, a choice that ends up hurting you because it will only waste time and energy. The choice for content marketers is obvious. To increase sales, you need to create interesting and quality content for your blog or website. When you write original content, search engines will help your site get more exposure. Google doesn't like it and will penalize sites with duplicate content. On the other hand, Google wants to reward high quality sites that contain original content. So engaging content not only makes your website better, it also increases your site's ranking, which can have a very positive impact on your business.

Tips for Developing Quality and Interesting Content. We need to look at what makes quality content.

1. Create Original Content

As mentioned above, original content resonates with Google and your site's visitors. Plagiarizing other people's content will result in a penalty from Google that can take you back to square one.

Original also means originality. Your idea must be original. Using the same concept or post again and again is unoriginal. When your content is published, no one will link to it, and this goes against the purpose of writing content in the first place.

2. Focus on Creating Strong Headlines

A good headline arouses interest and invites readers. Consider the following statistics:

- 80 percent of people will read your headline

- But only 20 percent of those people will read your entire content.

This is what makes your headline as important as the article itself.

3. Can Give Answers

What is the ultimate goal of a search engine? Your answer is correct when you say "To provide a number of answers." Google is good at this. Type a question into Google and you will be presented with links, images and videos.

When people use search engines, what they want is answers, and it is the search engine's job to provide answers. Similarly, when people read a blog post, view an infographic, or watch a video, they want answers to gain knowledge. One important tip for you, people don't just want answers, they want answers fast. So make your content easy to read so people can catch the important bits quickly.

Try reading the title or subtitle of a non-fiction book or article. Readers will be made to wonder or feel curious. It is the author's job to provide answers and provide supporting information.

4. Accurate in Reporting and Retrieving Information

You write an article for a company blog, hundreds of people read it but it turns out that what you wrote is not accurate. You can imagine the negative impact on your company and your personal reputation. Remember, your blog is a reflection of your company. When something goes wrong with your blog, it has an impact on how people view your product.

Every statistic you display must be verified. Many blog posts will provide links to statistics and their sources.

Accuracy builds reader trust. Here are some tips in this regard:

• Consider who you are linking to. Is it a trusted and authoritative source? Providing links to quality websites will build more trust from your readers.

• Provide links to more content. The more you support what you write, the more trustworthy your content will be.

• Create links to other sources and content to help search engines know what your content is about, and how it should be categorized.

5. Create Engaging Content

Engaging content offers something new, a new perspective, knowledge, something useful, inspiring, or entertaining. Engaging content gives readers something they've never seen before.

Here are some tips to help you write engaging content:

• Make the reader wonder. This doesn't mean creating an unfinished post, but includes questions that make readers reflect on how they can implement the knowledge you provide.

• An impressive introductory section. Want to know how quickly people make judgments about a blog post? Most people probably only need to read the first few sentences to determine a post is worth reading. Tell readers why they need to stay on your content and tell them what you'll cover in this blog post. Make them want to read it.

• People love stories. You can use an anecdote in the introduction or story section of a blog post. Stories can help clarify a point. Whenever possible, add stories to

your blog posts. This will make the post more engaging and also help readers learn.

When you provide content that invites a lot of comments, search engines will consider your posts important and update them regularly.

This is a great way to get search engines to come back to your site more often.

6. Communicate Better By Adding Pictures and Videos People learn differently

Some people learn better by seeing, while others learn better by hearing. To be sure, visual additions make people learn better. Whether an image, video or diagram, can help illustrate your point. Please open any modern book and you will find images used to enhance the reading experience and lessons of the author. Whatever you write, add an image. No one wants to see just paragraphs of text, so add images to build or add value.

7. Write Short and Tapered Content

One important writing lesson is to limit mistakes. It's quite challenging and requires some hard work, but it makes your compositions so much better.

There's nothing better than a blog post or article that is short and to the point that contains information.

So don't focus on the word count. Longer blog posts don't mean better posts. And often times, creating short blog posts is more difficult and more time-consuming than writing as much as you can.

8. Always Update Your Website or Blog

Starting a blog or website is a commitment. If you write a few posts and then leave this assignment, you won't have many new readers or subscribers. Not only that. Search engines also don't like sites that are not regularly updated.

If you have a blog or website, you need to update it regularly with quality content. Many sites with the best content are updated regularly. Sites that post more often have a stronger wave of visitors.

2. Easy to access

In this digital era, now everything is made easier. Anything can be accessed using the internet. Starting from online shopping, ordering food online, to online-based transportation. With the rapid development of the internet at this time, a virtual world trading system has been built. E-Commerce or electronic commerce are all forms of trade transactions for goods or services using internet intermediary media. The company's website/site can be visited at any time in any situation. So that visitors get updated information.

An e-commerce website and social media that can be accessed 24/7 will give you the opportunity to reach customers all over the world. Consumers will enjoy the convenience at all times of being able to buy what they want and when they want it. You won't lose out on sales figures with an online store that's open 24/7, compared to regular store opening hours. Investment in the form of buildings is indeed useful as a location (physical store). So is a good domain name paired with online marketing.

One of the most widely known benefits of the internet network is its practical level when it is used to communicate and manage various things. By using the internet, you can save a lot of time as well as costs. The internet can send a variety of data and electronic documents in a matter of seconds.

Likewise when you communicate among other users of the internet network widely. You don't have to pay expensive fees to communicate, and you can be in touch via a connected phone or video in just a few seconds. The time you spend is very short without disturbing your busy life every day. With the growing popularity of the internet and advances in technology, it is much faster and easier to buy and sell products than ever before. Today, many people use laptops, tablets, and even cell phones to do things other than just send emails. Like buying and selling products over the internet. The accessible internet makes e-commerce websites or online stores an effective way to connect with a wide audience. RECT media as a web development service and Semarang online store can help improve your business marketing. You could save time better.

Now buying and selling products do not have to be done conventionally or go to a physical store. You can use e-commerce as a digital medium that can connect business people with consumers directly.

Of course, the time you have can be used for other more productive activities. Loyal customers don't have to spend more time queuing or buying products manually.

Choosing e-commerce for novice entrepreneurs can help learn to sell products via the website. It's never too late to start your first digital sale. After all,

e-commerce companies will provide convenience and efficiency in terms of managing domains, hosting, design to interesting website content.

Provide convenience in payment systems such as the use of credit cards, digital wallets, transfers to the payment process for installment models according to your needs. Don't forget to update the latest content and product innovations so that loyal customers visit your e-commerce website. Linking online websites with social media can support increased product sales and help a good branding image.

3. Visitor satisfaction

We can give a psychological impression on visitors, especially visitors feel satisfied when they have visited the company's website that provides the information they need. For example:

• A complete variety of features

The definition of e-commerce is indeed different from a marketplace which has more sellers of various products. E-commerce provides many products by one seller only. However, you can still maximize the e-commerce functions that have full features such as search lists, shopping carts, payment methods, product management, chat with CS, and others.

• Provides maximum security

The e-commerce platform has security that has been guaranteed by the management company, so you don't have to worry about the risk of being compromised by customer data. At least you can guarantee that customer data is safe during e-commerce transactions using a credit card or other payment system.

• Provide assistance and support

The e-commerce function can provide assistance and support via email, phone or message to the contact center when there is a problem with the website. During the management of the online store website, you can still feel safe and comfortable in any conditions according to the definition of e-commerce that facilitates sales transactions with consumers.

• Ease of payment

Not only has the advantage of digital marketing, e-commerce has an online payment system that can be tailored to the customer's wishes. Not only can you use a transfer system, e-commerce also has the convenience of paying a credit system or using a modern digital wallet.

4. Mobile friendly

Mobile-friendly is a website optimized for mobile devices. Some people know this type of website as a responsive website, referring to its ability to "adapt" to various screen sizes of different devices.

The size, layout, and content of your website can automatically adjust to the device that visitors use to access it. Although it has become a trend in recent years, not many businesses in Indonesia have made good use of mobile-friendly websites. In fact, if it is optimized properly, you have the opportunity to get a lot of benefits from here.

This is the era of changing behavior of desktop users towards mobile. You could say, mobile-friendly websites are the future of online marketing. Of course you have to be prepared. Don't let your competitors be left behind because they have used a mobile friendly website before you.

Creating a mobile-friendly website is now easier. With WordPress, you can have a mobile-friendly website in just four clicks. Not only is it easy to access via a computer or laptop, but the company website/website can be easily accessed via cellular cellphones, easy to read, full view and not cut off. Or in other words, the company's website is able to adapt if it is accessed via cellular cellphones. Google's search engine prioritizes mobile-friendly websites. Some time ago, the internet world was shocked by this Google algorithm update. This event is often called mobilegeddon, referring to the doomsday for websites that are not yet mobile-oriented. The reason is, websites that are not yet mobile friendly are the main victims because they cannot rank on the top of Google search results.

2.1.3.2 Potential Benefits of E-Commerce

The booming use of E-commerce in the world of marketing (marketing) is confirmed for business reasons of a financial nature. These benefits are not only for entrepreneurs (producers) but also for the benefits provided to consumers. Some of the benefits of e-commerce for business/company owners and the benefits of e-commerce for consumers are as follows:

a. Benefits of E-Commerce for Business Owners

1) Global Sales

With the presence of E-commerce, it is possible for a company or business owner (producer) to sell the products they produce to consumers in high volumes, due to the nature of the web (e-commerce) itself. In other words, the company can reach a wider market. For example, a shoe company in America or Australia can sell their products in Indonesia without having to open a new store in Indonesia.

2) Reduction of Enterprise Infrastructure

With the presence of e-commerce, companies or business owners no longer need to open many sales or distribution branches. Although in some cases, there are still many companies (producers) that already use e-commerce, they still open storage warehouses or produce in various countries to make it easier for consumers to ship goods.

3) Reducing Company Costs/Increasing Net Profit

With the presence of E-commerce, business owners or companies do not need to incur excessive costs in providing many shops or buildings as well as many employees. This will increase profits by lowering the company's operating costs.

4) Product Price Reduction

With the presence of e-commerce, the price of goods can be reduced as cheaply as possible due to the accumulation of some of the benefits above, so that consumers are more interested in buying and the marketing reach is also wider, where e-commerce can reach various levels of society with various economic abilities.

b. Benefits and Benefits of E-commerce for Consumers

1) Shopping

The benefits of E-commerce on this one are very helpful for consumers in checking, planning or directly making purchases or ordering services or goods in certain businesses. In contrast to shops which usually close at night, such as

bookstores, which are only open from 9 am to 9 pm. Online bookstores can be open for checking and purchasing 24 hours for 7 days or non-stop.

2) Save Time

With e-commerce, consumers can save their time in shopping because they don't need to go to the store directly, just open the website, check the goods, then order and the goods will be sent.

3) Goods/Services are getting cheaper

The benefits of e-commerce from the aspect of product prices can be felt by consumers. This is because the benefits of e-commerce have been felt by the company by saving operational costs and so on, so that the company (manufacturer) is able to provide a lower price than the previous price.

4) Consumers are able to compare more accurately

With the existence of e-commerce, especially online-based, consumers are able to compare many products at once. In contrast to ordinary stores, consumers have to walk to several places (stores) to find the product they want. With e-commerce, consumers simply open a computer or device that can be connected to the internet network, and check various prices for goods at various online stores such as Lazada, Tokopedia, OLX and so on, looking for the products they want without having to move places.

5) Cross-region buyers

With e-commerce, consumers are able to buy goods or services from outside your country without having to go abroad.

2.1.3.3 Barrier Factors of E-Commerce

The implementation of e-commerce in Indonesia still faces many obstacles. The obstacles faced by the Indonesian people in implementing e-commerce are as follows:

a. Understanding of the world of Information Technology is still lacking.

It must be admitted that the Indonesian people still do not fully understand information technology. So far, it is still known as a city community and is generally only enjoyed by the younger generation and certain other circles.

b. High Cybercrime

Cybercrime can be interpreted as an act of violating the law in the scope of information technology. Types of cybercrime are cases of carding, fraud, site hijacking, spreading viruses and worms, software piracy, and trying to become crackers, hackers, and others.

c. Firmness of Regulations and Legislation

All cases that occur in cyberspace require clear regulatory firmness and are supported by law enforcement officers who have your abilities and skills. It can be said that currently the ability of law enforcement officers in Indonesia is still limited in overcoming cybercrime cases.

d. Still Expensive Network Infrastructure.

The cost of installing and using the internet is still considered expensive for some people. The quality of the internet network in Indonesia is still far from "satisfactory" when compared to neighboring countries.

2.1.3.4 Scope of E-Commerce

One of the most important and biggest things of an electronic-based business is using e-commerce where various buying and selling transactions are carried out through internet media. Due to the wide spectrum of processes from existing buying and selling transactions, it is very difficult to determine the scope or boundaries of the e-commerce domain. According to Temangingi in Gunawan (2016) one way that can be used to be able to recognize the limitations of an e-commerce is to try to study and see the phenomenon of buyers from various dimensions as described below:

a. Technology

The biggest contribution that enables the functioning of e-commerce is information technology, in this case the use of computer and telecommunications technology. It can no longer be denied that the arena of buying and selling in cyberspace is connected because of the connection of millions of computer networks into a giant network (internet) in terms of e-commerce. This can be seen as a procedure or mechanism for trading (buying and selling) on the internet where buyers and sellers are brought together in a virtual world space consisting of many computer networks.

b. Marketing and "New consumer processors"

From a marketing perspective, e-commerce is often seen as a new way to connect and communicate with customers. Through e-commerce, the reach of a company becomes wider because companies can market their products and services throughout the world regardless of geographical boundaries. In the same way, a company can directly relate to its end users.

c. Value Chain

In e-commerce, the most important raw material is information. In this regard, the value chain process is the key to the implementation of an e-commerce mechanism. This concept is strengthened with virtual value chain theory which describes how the value added process is applied to information, namely through the steps of the gathering, organizing, and selecting process.

d. Market-Making

E-commerce is said to be a market making because its existence has directly formed a separate trading market that brings together millions of buyers and sellers in a virtual market in a digital network (e-market). In this virtual market, trade is open and free, because each seller and buyer can meet efficiently without intermediaries.

e. Infrastructure services

The concept of e-commerce in fact does not only open a mechanism for buying and selling transactions, it turns out that there are a lot of new services needed as a means of supporting buying and selling activities. Services from financial institutions to offer electronic payment methods, services from application vouchers that offer secure transactions, services from ISPs (internet service provider) that offers a way to access the internet quickly and cheaply, hosting change services that offer data storage devices and the company's website and others.

f. Legal, Privacy, and Public Policy

The last side in looking at e-commerce is to try to look at it from elements such as laws, regulations, policies, processes and procedures that are applied

indirectly, it can be seen that electronic commerce interactions that have eroded the boundaries of space and time inevitably bring new challenges to the government and society in trying to make certain regulations. so that on the one hand a conducive business environment is formed, while on the other hand the rights of individuals and communities can be well maintained.

Based on the several perspectives mentioned above, it can be described five domains that limit the scope of e-commerce, namely:

a. Enterprise Management

It means connecting the divisions within the company by flowing information from one place to another through an electronic/digital medium (flow of information).

b. Linking With Suppliers

It means connecting a company with one or all of its business partners electronically so that the ordering process or procurement of raw materials or production raw materials can be carried out as efficiently as possible.

c. Linking With Distributors/Retailers

It means connecting the company with distributors, wholesalers. as well as retailers who are responsible for getting products from the company into the hands of customers.

d. Interface with Consumer

It means connecting the company with potential buyers directly (end-consumers) without going through intermediaries or brokers.

e. Global e-commerce Infrastructure

It means connecting companies with supporting parties such as vendors, ISPs, financial institutions, infrastructure service providers, and others because they are the supporting institutions for the implementation of a complete series of e-commerce processes.

2.2 Previous Research

In conducting this research, the researcher took previous research as a reference to understand the stages of research and writing. The previous research that the researcher uses as a reference is as follows:

Table 2.1

Previous Research

No	Researchers	Research Title	Research Variables	Research Result
1.	Asim (2019)	The Effect of E-Commerce and Marketing Strategy on Increasing Sales at the Shopie Paris Bussines Center Novia Dwi Ayuning in Jonggol, Bogor Regency	1. E-Commerce (X1) 2. Marketing Strategy(X2) 3. Increasing Sales (Y)	1. E-Commerce has an effect on increasing sales. 2. Marketing strategy has an effect on increasing sales. 3. E-Commerce and Marketing Strategy have an effect on increasing sales.
2.	Septiyan Gunawan (2016)	Analysis of E-Commerce Application Implementation In Increasing Sales Revenue At PT. Dwi Daya World Wide Palembang	E-Commerce (X) Sales Revenue (Y)	Sales revenue of the company experienced an increase after using the e-mail application. commerce.

3.	Iyas (2011)	Implementation of an E-Commerce-Based Online Sales System in a Woman's Unique Home Business	E-Commerce Based Sales	The business process of implementing an e-commerce-based online sales system can be done easily with this application. This system has the convenience of marketing and selling company-owned products with the process of buying and selling products, namely: via COD and Credit Card
4.	Leni Lestari (2017)	The Effect of E-Commerce on Sales Volume at the Bekasi Men's Online Shop for Various Shirts	1. E-Commerce with the following approach: a. E-Commerce Fees (X1) b. Website visits (X2) 2. Sales Volume (Y)	1. E-Commerce costs have an effect on sales volume 2. Website visits affect sales volume 3. E-Commerce Costs and Website Visits affect sales volume
5.	Theresia Pradiani (2017)	The Effect of Digital Marketing System on Increasing Sales Volume of Home Industry Products	1. Digital Marketing (X) 2. Increase in Sales Volume (Y)	The most perceived benefits are: 1. Communication effective and efficient, direct for 24 hour/real time. 2. The transaction process is easier and cheaper. 3. The best promotional media because it can display and share images through the media to the community and society. 4. Update information can be done at any time. 5. Upgrade sales volume on

|				average 100%.

Source: Processed by the researcher (2021)

2.3 Conceptual Framework

To make it easier for the researcher to conduct this research, starting from the research stage, writing research results, discussing/analyzing the research data, the researcher developed a conceptual framework as a research guide. The conceptual framework according to Manullang (2014:60) contains a relationship or influence and a comparative between the variables involved in the research being conducted based on supporting theories, arguments or basic research concepts.

Based on the formulation of the problem, and the theory that has been discussed, the following is the conceptual framework of this research as follows:

Figure 2.1

The Research Conceptual Framework
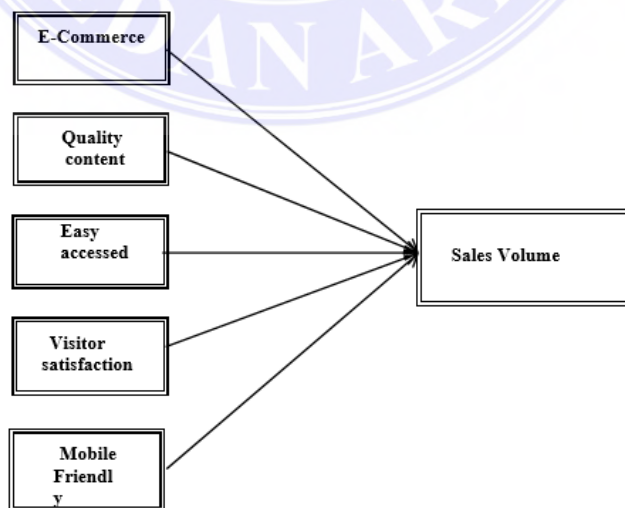
2.4 Hyphothesis

It was seen from the problems posed and the conceptual framework, then a hypothesis is formulated. Manullang (2014:61) explains, the hypothesis is "a guess or a temporary answer to the questions in the formulation of the research problem". The hypotheses in this study are stated as follows:

1. Implementation of E-Commerce has an effect on sales volume at Sinar Graha Indonusa Medan company.

2. Quality content affects sales volume at Sinar Graha Indonusa Medan company.

3. Easy access affects sales volume at Sinar Graha Indonusa Medan company.

4. Visitor satisfaction has an effect on sales volume at Sinar Graha Indonusa Medan company.

5. Mobile friendly effect on sales volume at Sinar Graha Indonusa Medan company.

CHAPTER III

RESEARCH METHOD

3.1 Type, Location and Time of Research

3.1.1 Type of Research

This research was a quantitative research. Quantitative research is "a research whose data analysis uses inferential statistics, with the aim of knowing the degree of relationship and the form of influence between the independent variable and the dependent variable (Russiadi, 2014). The degree of relationship and the form of the influence will be proven on the e-commerce variable as an independent variable on the sales volume variable as the dependent variable.

3.1.2 Location of Research

This research was conducted at Sinar Graha Indonusa company which is engaged in the property business. The research location is located on Jl. Jamin Ginting Km.11,6 No. 48 Selayang Village, Medan Tuntungan.

3.1.3 Time of Research

The research implementation time was started in September 2020. The planning stages of research implementation are shown in the following table:

Table 3.1

The Stages of Research Plan

Activities	2020	2021							
	Sep - Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug

Proposal organizing	■							
Proposal guiding	■							
Research seminar		■						
Data collection			■					
Data analysis				■				
Guidance result					■			
Seminar Result						■		
Research Defense Exam Submission							■	
Research Defense Exam								■

3.2 Population and Sample

3.2.1 Population

According to Manullang and Pakpahan, (2014:67) the notion of population is "a group of research elements, where the element is the smallest unit which is the source of the required data". Determination of the population in the study is determined by a theoretical population, namely a number of populations whose limits are set quantitatively by the researchers (Rusiadi, 2014: 31). The population is limited from the number of visitors to social media which is used as a means of promotion during September-October 2020. The details of the limited population consist of from:

Table 3.2

Determination of Research Population

No.	Media Socials	Visitors Amount
1	Marketplace	100 people

2	OLX	100 people
3	Facebook	120 people
4	Instagram	130 people
	Total	**450 people**

3.2.2 Sample

According to Manullang and Pakpahan, (2014: 67-68), the sample is "part of the population that is expected to represent the research population". Determination of the sample of this study was carried out using the slovin technique and stratify random sampling, namely the sample was drawn by separating the population elements in non-overlapping groups called strata, and then selecting a sample randomly from each strata (Rusiadi, 2014:39). The stages of determining the sample are carried out as follows.

Slovin Technique:

$$n = \frac{N}{(1 + (N \cdot e^2))}$$

Description:

n = Number of samples

N = Number of population

e = fault tolerance (10%)

Based on the above formula, the sample was calculated as follows:

$$n = \frac{450}{(1 + (450 \times 0,1^2))}$$

$$n = 81,8$$

By using the stratify random sampling technique, the following research samples were obtaned:

Table 3.3

Determination of Research Sample

No.	Media Socials	Calculation	Samples
1	Marketplace	100/450 x 81,8	18,2
2	OLX	100/450 x 81,8	18,2
3	Facebook	120/450 x 81,8	21,8
4	Instagram	130/450 x 81,8	23,6
	Total		**81,8**

Based on the calculation above, the sample of this study was 81.8 or rounded up to 82 samples.

3.3 Operational Definitions

The operational definition is part of the research that provides an explanation of operational variables so that they can be measured. According to Russiadi (2014: 88) "operational definition is an explanation of the limits or scope of research limitations, thus facilitating measurement and observation as well as the development of measuring instruments/instruments".

The indicators of the independent variable (e-commerce) studied include:

a. Content quality

b. Ease of access

c. Visitor satisfaction

d. Mobile friendly

While the independent variable indicators (sales volume) studied include several items, namely:

a. Products offered

b. Types of e-commerce

c. How to purchase

d. Payment method

e. Service

The measuring scale used to assess the indicators of the research variables used a Likert scale. In this way the variable indicators were assessed with the following parameters:

1 = Strongly Disagree

2 = Disagree

3 = Less Agree

4 = Agree

5 = Strongly Agree

To further clarify the operational definition and measurement scale of several variables studied in this study, the following table is presented that summarizes the operational definitions of research variables and their measurements as follows:

Table 3.4

Operational Definitions of Research Variables

Variables	Operational Definitions	Indicators	Measurement Scale
E-Commerce (X_1)	The implementation of commerce in the form of sales, purchases, orders, payments, or product promotions of goods and/or services is carried out by utilizing computers and digital electronic communication facilities or data telecommunications that can be carried out globally, using the internet network. (Kuswiratmo, 2016:163).	1. Content Quality 2. Ease of Access 3. Visitor Satisfaction 4. Mobile Friendly (Sunmedia, 2020)	Likert
Content Quality (X_2)	Interesting and successful content can be defined as content that contains information or entertainment that is relevant or sought after by the target audience. Creating advertising messages based on useful content is the next generation of branding. (Smith & Chaffey, 2013)	1. Revelace 2. Informative 3. Reability 4. Value (Abel, 2014)	Likert
Easy Access (X_3)	Ease of access is the degree to which a person believes that using a system can be used easily without much effort required. (Davis, 1989)	o Ease of information o Ease of ordering procedure o Ease of accessing the website (Deavaj 2008:142)	Likert

Visitor Satisfaction (X4)	Visitor satisfaction is a feeling of satisfaction (in the sense of being satisfied with the product or service) which is an expression of feeling satisfied or dissatisfied from customers when receiving good service and quality products from the company. (Irawan, 2008)	1. Product quality 2. Quality of customer service 3. Price of a product 4. How to advertise products	Likert
Mobile Friendly (X$_5$)	Mobile friendly is a website that is optimized for mobile devices. Some people know this type of website by the name of a responsive website, referring to its ability to adapt to various screen sizes of different devices.	1. Sending information on goods/services 2. Receiving the information customers need 3. Sending pictures, music or videos from ads 4. Conducting sales transactions	Likert
Sales Volume (Y)	Achievements expressed quantitatively in terms of physical or volume or units of a product. (Rangkuti, 2009)	1. Products offered 2. Type of e-commerce 3. Method of Purchase 4. Method of Payment 5. Service (Hidayat in Asim 2019)	Likert

3.4 Type and Source of Data

3.4.1 Type of Data

The types of data used in this study were as follows:

1. Primary Data.

The data obtained directly from the object of research in the form of sales reports, the number of visitors to the company's website, and other data that supports this research.

2. Secondary Data.

Supporting data obtained through literature studies such as: library reading materials, journals and other reading materials available on the internet.

3.4.2 Source of Data

Seeing by the types and sources of data, the data collected in this study came from:

1. The object of research. The main data in this study were sourced from the object studied directly, namely Sinar Graha Indonusa Medan company and the results of the questionnaire to the sample.

2. Literature (reading material). Data or information obtained indirectly, namely data from various sources that complement this research such as literature books, journals, articles, internet and so on.

3.5 Data Collection Technique

Data collection techniques used in this study were as follows:

1. Library research, namely research conducted by collecting data from various literatures related to the thesis material to be analyzed.

2. Field research (field research), namely research carried out directly to the object under study, such as:

a. Observation, namely data collection techniques by direct observation of the object under study.

b. Interviews, namely data collection techniques by conducting questions and answers with the object under study in order to obtain data that support research.

c. Questionnaire, which is a data collection technique by distributing questionnaires to the sample being studied.

3.6 Data Analysis Technique

3.6.1 Data Quality Test

3.6.1.1 Validity Test

Validity test is used to measure the accuracy of primary data sourced from questionnaires. If the data accuracy is high, it can be used. But if the accuracy is low, then the data cannot be used in research. The parameter used is, if the results of validity > r-table, then the questions on the questionnaire are considered to have high accuracy, so it is said to be valid (legitimate) to be used.

3.6.1.2 Reliability Test

The reliability test is used to measure the stability and consistency of respondents' responses to the questionnaires. Parameter of reliability test is Cronbach Alpha (0.60). Questionnaire questions are said to be reliable (pass the test) if they produce a reliable value > Cronbach Alpha 0.60. This means that the questionnaire data can be used.

3.6.2 Classic Assumption Test

3.6.2.1 Normality Test

The purpose of the normality test according to Ghozali (2018:161) is to test whether in the regression model the confounding or residual variables have a normal distribution. The basis for making normality test decisions is through the normality histogram of the data and the P-Plot. In the histogram, the normality of the residual data requires that the residual data have been normally distributed if the histogram graph is right in the middle of the graph area. While the normal P-Plot requires that if the points in the graph do not clump together (spread all over), and do not form a certain pattern, then the residual data distribution has been fulfilled, and the residual data has been normally distributed.

3.6.2.2 Heteroscedasticity Test

Ghozali (2018:137) explains that the Heteroscedasticity Test aims to test whether in the regression model there is no similarity of variance from the residuals of one observation to another observation. A good regression model does not show symptoms of heteroscedasticity. The way to detect the presence or absence of heteroscedasticity is to look at the Scatterplot graph. While the basis for making decisions for the heteroscedasticity test are:

1. If there is a certain pattern, such as dots that form a certain regular pattern (wavy, widen, then narrow), it indicates that heteroscedasticity has occurred.

2. If there is no clear pattern and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity/free.

3.6.3 Hyphothesis Test

3.6.3.1 Partial Test (T-Test)

The t-test basically shows how far the influence of an individual explanatory variable in explaining the variation of the dependent variable is. The test is carried out using a 95% confidence level or an error of 0.05 ($\alpha = 5\%$). The conditions for accepting or rejecting the hypothesis are as follows:

1. If the value of t-count > t-table, then the hypothesis is accepted. If t-sig <0.05, this means that individually the independent variable has a significant effect on the dependent variable.

2. If the value of t-count < t-table, then the hypothesis is rejected. If t-sig > 0.05 this means that individually the independent variable does not have a significant effect on the dependent variable.

3.6.3.2 Regression Test

Multiple linear regression analysis test aims to see the condition (up and down) the value of the dependent variable. To analyze multiple linear regression, at least two independent variables are needed. The regression model can be expressed in the equation:

$$Y = \alpha + \beta X$$

Where :

Y = dependent variable (sales volume)

X = independent variable (e-commerce)

B = Regression coefficient

α = constant

Through this linear regression analysis, the strength of the effect of the independent variables on the dependent variable will be known through the regression coefficients generated through the SPSS 25 program.

3.6.3.3 Determination Test (R^2)

To determine the ability of the independent variable to explain the dependent variable, it can be known by performing the Determination test (R^2). Russiadi (2014:235) explains that the Coefficient of Determination (R^2) aims to measure how far the model's ability to explain variations in the dependent variable (bound). If the results of the KD determination test are greater or closer to 1, then the contribution of the independent variable to the dependent variable is greater, meaning that the model used is stronger in explaining the dependent variable, or vice versa. Thus it is normally explained that R^2 is between 0 and 1 or 0 KD 1.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

After conducting some analysis in the discussion in the previous chapter, at this stage several conclusions will be drawn about the effect of e-commerce on increasing sales volume at Sinar Graha Indonusa company, as follows:

1. E-Commerce has a positive and significant effect on the growth of sales volume at Sinar Graha Indonusa Medan company. This means that if the company maximizes the implementation of e-commerce, it will have an impact on increasing sales volume, but if e-commerce is not carried out optimally, it will have an impact on decreasing sales volume.

2. The influence of e-commerce in increasing the sales volume of Sinar Graha Indonusa company by 49.5%. This shows that the implementation of e-commerce is very important for continuous innovation and creation to increase sales volume because it has a relatively large power to increase sales.

3. The decline in sales in 2019 is one form of e-commerce implementation that has not been maximally carried out, where in the implementation of e-commerce there are still deficiencies in terms of content quality, ease of access, and features that have not satisfied consumers.

4. In carrying out the implementation of e-commerce is not supported or not combined with the implementation of the mix marketing.

5.2. Suggestion

Some suggestions that can be conveyed in connection with efforts to implement e-commerce in increasing sales volume at Sinar Graha Indonusa Medan company as follows:

1. Innovation, especially in features or content in e-commerce, so as to give an attractive, informative, and detailed impression for visitors to the company's website to encourage consumer interest in buying company products.

2. The very strong effect of e-commerce encourages an increase in sales volume, so it is better for the company to maintain and as much as possible improve the marketing/sales pattern through the e-commerce

3. It is better for companies to combine marketing by means of collaboration (mix marketing) between on-line methods through e-commerce and off-line (conventional) methods as long as off-line methods are very possible to follow up on information provided to consumer needs in detail.