
INFLUENCE OF PRICES OF GOODS AND PROMOTIONAL MEDIA FOR E-COMMERCE SALES PLANNING SYSTEMS

By

Arman Syah Putra¹⁾, Hielvita Ludiya²⁾, Nurul Aisyah³⁾, Budhi Sriyono Prasetyo⁴⁾¹Faculty of Computer, STMIK Insan Pembangunan, Indonesia²Faculty of Economics, Akademi Pariwisata Indonesia Jakarta, Indonesia³Faculty of Economics & Business, Bina Sarana Informatika University, Indonesia⁴Faculty of Economics, Gunadarma University, IndonesiaEmail: ¹armansp892@gmail.com, ²hievlvita@akpindo.ac.id, ³nurul.nly@bsi.ac.id,
⁴budhiprasetyo33@gmail.com**Abstract**

The background of this study is to find out the variables that affect the sales system with e-commerce media, by knowing the influencing variables will be able to correct deficiencies in the existing sales system, and can increase the sale of a product or service being marketed. The method chosen in this research is to use quantitative methods by using surveys to search for data in the field, this is done in order to obtain real and accountable data so that the data can be used as the basis for this research and future research. The problem raised is to find out whether there is a relationship between the variable price of goods on e-commerce and promotional media on e-commerce, with the existence of these two variables, data searches can be carried out so as to produce new research data. The results of this study will produce data that can answer the research problem raised, the results of his research there is a significant relationship of the price of goods to e-commerce and there is a significant relationship between the variables of promotional media on e-commerce.

Keywords: Harga Barang, Media Promosi, Perencanaan Penjualan, E-Commerce**INTRODUCTION**

In selling a product, there are many things that can be considered, the first is the second price, the third promotion, the fourth sale, the fourth, is the strategy applied in promoting and selling to various media fields which are expected to increase the income of a product being sold. Therefore, there are many variables that can be used. in a study if you want to know whether the product is successful in the market or not [1].

The method used in this research is to use quantitative methods using survey tools conducted to 100 people selling with e-commerce media [2].

The problem raised in this study is how to find out the effect of the price of an item and promotional media for an economic sales planning system by knowing the variable price

of goods and the variable of promotional media as the basis for the independent variable and it is known that the dependent variable is e-commerce. the independent influence the dependent variable [3].

In this study resulted in new data obtained based on the results of a survey conducted on an e-commerce company that knows what variables affect sales in e-commerce media. and goods that are marketed in the media are called therefore this research produces data that can be used in future research [4].

In this study discusses a market price that will discuss how the heart is made and how a price can affect goods on the market price is a benchmark that becomes the basic material for capital plus profit with the price, it can be seen how much income and expenditure of a product

with price, the profit and loss balance of a company will be known [5].

In this study [6] many promotional media are used to promote a product with an extraordinary budget because with an extraordinary promotion a product will be known by many people with the right promotional media it will be able to increase sales of a product and the product can be known by many people [7].

In a product , it is known how the product will be marketed and the extent of promotion that will be used to market the product. With a sales plan, it can be seen the target market that will be known by marketing so that marketing can know the sales package they will achieve and the extent to which product marketing can be achieved. This is done with various promotional media that will be carried out in marketing the product [8].

In this study discusses how a product is sold on e-commerce media with e-commerce media so that the product can be sold globally to all over the world by utilizing the marketplace so that the product can be known by many people and can increase sales not only in one country but also in one country. worldwide with e-commerce media, the turnover will grow rapidly [9].

RESEARCH METHOD

Based on Figure 1 below, it can be seen that this study used quantitative methods to conduct research and used tools in the form of a survey conducted to 100 people who were randomly selected so that they could find the data they were looking for to be processed in order to find the data they were looking for in the research this time [10].

Based on Figure 1 below, the research uses a tool in the form of SPSS software to process the data obtained based on the results of a survey to someone written at random using this software, the data will be processed and produce new data to provide answers. There is a significant relationship by using SPSS

software, the data will be processed quickly, there is no mistake in processing it [11].

In this study using a survey tool that was carried out to 100 sellers of goods who sold their goods using an e-commerce media system that sold goods digitally because in many countries this is a financially profitable thing because it does not require a lot of capital in terms of capital. and can get a lot of profit because the price difference is quite far from opening a shop or selling goods with e-commerce media [12].

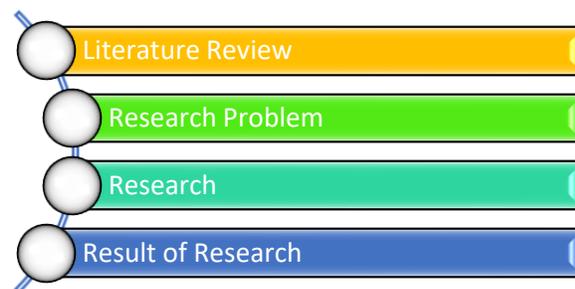


Figure 1. Research Method

RESULT AND DISCUSSION

Based on Figure 2 below, it can be explained that there are tPrices Of Goodsee hypotheses, namely the first hypothesis is a good price for e-commerce, the second hypothesis is whether there is a relationship between promotional media and e-commerce and the third hypothesis is whether there is a relationship between sales planning with e-commerce, with these Prices Of Goodsee hypotheses, data searches and data processing will be carried out using SPSS software so that it can be known whether the independent variables and dependent variables have a significant relationship and can know the shortcomings and advantages of these variables in order to help sales of goods with e-commerce media.

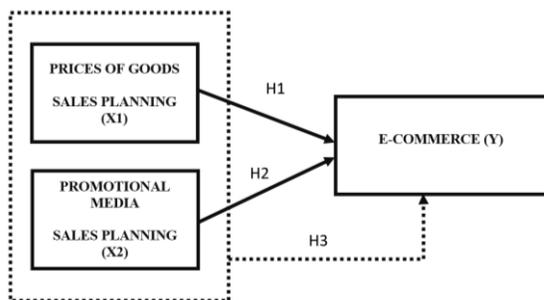


Figure 2. Hipotesis Model

Table 1. Questions on the survey conducted on 100 people

No	Questions	Variable
1	Prices Of Goods Is Very Important In The Selling	X1
2	Prices Of Goods Must Continue To Grow Business	X1
3	Prices Of Goods The Main of Business	X1
4	Promotional Media Part Of Business	X2
5	Promotional Media Must To Do In Business	X2
6	Promotional Media Must Right Place	X2
7	E-Commerce is a right media	Y
8	E-Commerce is global business	Y
9	E-Commerce is help to get big business	Y
10	E-Commerce is no tax	Y

1. Multiple Linear Regression Analysis

a. Regression Equations

Table 2. Recapitulation of the Results of Multiple Linear Regression Analysis

Variable	Unstandardized Coefficients
Prices Of Goods	2,456
Promotional Media	0,456
E-Commerce	0,524

Source: The Results of Data Processing

Based on table 2 above, the following explanation will be given, the Prices Of Goods variable has an Unstandardized Coefficients

value of 2.456, the Prices Of Goods variable has an Unstandardized Coefficients value of 0.456 and the E-Commerce variable has an Unstandardized Coefficients value of 0.524 which means that it is very influential between one variable and another variable.

b. Koefisien Determinasi (R²)

Table 3. Correlation and Determination Coefficients

Dependent Variable	Independent Variable	R	R Square	Adjusted R Square
Y	X1 & X2	0,832	0,546	0,596

Source: The Results of Data Processing

Based on table 3 above, there are dependent variables, namely Y and independent variables, namely X1 and X2, X1 variable has an R value of 0.8 and X2 variable has an R value of 32, X1 and X2 variables have an R Square value of 0.546 and X1 and X2 variables. X2 has an Adjusted R Square value of 0.596, which means that the independent variable and the dependent variable have a very significant relationship.

c. Hypothesis Testing

c.1. Hipotesis I (F test / Serempak)

Table 4. F / Simultaneous Test

Dependent variable	Independent Variable	F Count	F Table 0,05	Sig.F	decision on H0
Y	X1 & X2	54,859	1,465	0,002	Ditolak

Source: The Results of Data Processing

Based on table 4 above, there are dependent variables, namely Y and independent variables, namely X1 and X2, variables X1 and X2 have an F Count value of 54,859 and variables X1 and X2 have an F Table value of 1,465, variables X1 and X2 have a Sig.F value, namely 0.002, variables X1 and X2 have a Decision on H0 value, namely Rejected, which means that there is a relationship between variables.

c.2 Hipotesis II (t test / Parsial)

Table 5. t / partial test results

Variable	t	Sig.
X1	3,854	0,002
X2	5,985	0,002

Source: The Results of Data Processing

Based on table 5 above, there are independent variables, namely X1 and X2, variable X1 has a t value of 3.854 and variable X2 has a t value of 5.985, variable X1 has a sig value of 0.002 and variable X2 has a sig value of 0.002 which means that the variable X1 and X2 has a very significant value to the dependent variable Y.

2. Discussion of Research Results

a. Hypothesis 1 (H1) variable Prices Of Goods (X1) terhadap E-Commerce (Y)

Based on the results of data processing above, the results of hypothesis testing 1 (H1) of the Prices Of Goods (X1) on E-Commerce (Y), the Prices Of Goods (X1) has a significant relationship to the E-Commerce (Y) variable.

b. Hypothesis 2 (H2) variable Promotional Media (X2) terhadap E-Commerce (Y)

Based on the results of data processing above, the results of hypothesis testing 2 (H2) of the Promotional Media variable (X2) on E-Commerce (Y), the Promotional Media variable (X2) have a significant relationship to the E-Commerce (Y) variable.

c. Hypothesis 3 (H3) variable Prices Of Goods and Promotional Media (X1,X2) terhadap E-Commerce (Y)

Based on the results of data processing above, the results of hypothesis testing 3 (H3) of the Prices Of Goods (X1) on E-Commerce (Y), the Promotional Media variable (X2) have a significant relationship to the E-Commerce (Y) variable.

3. Descriptive Analysis

a. Prices Of Goods Variables (X1)

The research above produces data and it can be concluded that the Prices Of Goods (X1) variable significantly affects the E-Commerce variable (Y) which means the price of goods on e-commerce media is very influential, so a low price will be very high, it is possible to sell a

lot, because the price competition is quite tight in e-commerce media sales.

b. Promotional Media Variable (X2)

The research above produces data and it can be concluded that the Promotional Media variable (X2) affects the E-Commerce variable (Y) significantly, which means that a good promotion can help sales on e-commerce media, so sellers should do promotions more often so that goods can be sold. its sales can be sold a lot on e-commerce media.

c. E-Commerce Variable (Y)

Based on the results of the research above and data processing, it can be concluded that the E-Commerce variable (Y) is significantly influenced by the Prices Of Goods (X1) and Promotional Media (X2) variables, which means that if the product has good or affordable prices and has good promotions. good, it will be able to increase sales on e-commerce media, therefore the price of goods and promotional media can make products sell quickly.

CONCLUSION

The conclusion based on the research above is that the variables Prices of Goods (X1) and Promotional Media (X2) significantly affect E-Commerce (Y), which means that affordable Prices of Goods (X1) will be able to create E-Commerce media (Y).) works well in generating high sales, because of the fierce competition in terms of price in e-commerce media, then a good Promotional Media (X2) will be able to help E-Commerce (Y) be known to many people around the world, with good promotions. many and in strategic places it will increase sales turnover on e-commerce media which means it is good for sellers of goods

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