

E-Commerce Marketing Strategy Through Brand Community to Increase Sales (Case Study of South Tangerang MSMEs)

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ABSTRACT. The purpose of this study was to determine the appropriate marketing strategy to increase sales volume at MSME South Tangerang (Tangsel), to find out which Brand Community could improve purchasing decisions at MSME South Tangerang and to find out marketing strategies and Brand Community that could increase sales at MSME South Tangerang. The method used for this research is the mix methods. The population in this study is the population of all MSMEs in the South Tangerang area, and the sample we use is the MSMEs who are members of Tangsel community called Tangsel Flying, which number more than 500 MSME members. Because the population is too large, namely more than 100 people and the limited time and energy they have, then the number of samples taken by the researcher was 50 respondents in that population. The statistical analysis used was the classical assumption test and multiple linear regression using the SPSS 26 program. The results obtained were that there was a partially significant influence between E-commerce marketing on the Sales of South Tangerang MSMEs, there was a partially significant effect between Brand Community and the Sales of South Tangerang MSMEs and there is a significant influence simultaneously between E-commerce Marketing and Brand Community on the Sales of South Tangerang MSMEs. The data analysis used in this research is descriptive qualitative method, namely descriptive does not provide treatment, manipulation or alteration of the variables studied, but describes a condition as it is. The only treatment given is the research itself, which is carried out through observation, interviews and documentation. The results showed that MSMEs, especially in the city of South Tangerang, use marketing strategies through E-commerce and join the Brand Community or the UMKM community so that their product sales and skills can increase through these two things.

Keywords: e-commerce marketing, brand community, MSMEs.

1. INTRODUCTION

The development of MSMEs or Small and Medium Enterprises in Indonesia continues to develop due to continued economic growth. This development certainly requires SMEs to be more creative and innovative in formulating effective marketing strategies. An MSME will find it difficult to develop if the business actor does not know how to market a product effectively. Especially in the use of information and communication technology in the trade sector, it has developed very rapidly through a number of very significant changes in the form of digitalization, capital mobility and liberalization. Indonesia is also one of the countries with the largest number of MSME sectors, where the Ministry of Cooperatives and Small and Medium Enterprises (UMKM) has recorded 59, 2 million and around 8% of MSME players have used online platforms to market their products, and based on data from the Banten Province Cooperative and SME Office in 2018, South Tangerang City has 9,582 MSME players. Rapid technological developments make business people also have to be

quick to adjust with these changes, one form of technology is social media. Indonesia is one of the countries with the largest level of social media users in the world. Based on the latest We Are Social report, in 2020 it was stated that there were 175.4 million internet users in Indonesia. Compared to the previous year, there was an increase of 17% or 25 million internet users in this country. In this report it is also known that currently 338.2 million Indonesians who use cell phones. Likewise, data that is no less interesting, there are 160 million active users of social media. When compared to 2019, this year there is an increase of 10 million active on social media, so currently a lot of MSMEs have used social media in marketing.

Implementing the marketing strategy must be done appropriately because it affects the increase or decrease in sales, which is the company's goal in order to obtain optimal probability. A profitable level of sales is a concept of marketing. To find out the relationship between Marketing Strategy and Sales Purposes as stated by Basu Swastha [1] "The marketing strategy of each company is an overall plan to achieve the company's general goals, namely sales".

Marketing is an important part of running a business. It is necessary to have good management so that the business can grow better and be able to compete with its competitors. One of the important elements in marketing is a marketing strategy. Marketing strategies are needed so that market segments, target market determination, and market positioning can be properly selected. Websites and

social media have provided many opportunities for SMEs to be able to develop their market, especially in terms of promotion to attract their target market, another thing that makes MSME players market their products and services through websites and social media is because of the entry level low barriers so they can easily market their products and services.



FIGURE 1. Website usage data in Indonesia

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2. METHODS

The method used for this research is the mix methods method. The population in this study is the population of all MSMEs in the South Tangerang area, and the sample we use is the MSMEs who are members of a Tangsel community called Tangsel Flying, which number more than 500 MSME members. Because the population is too large, namely more than 100 people and limited time and personnel, the number of samples taken by the researcher is 50 respondents in that population. According to Arikunto [2] if the population is more than 100, then 5-10% or 20-30% of the population is taken. The statistical analysis used was the classic assumption test and multiple linear regression using the SPSS 26 program.

The next method is a qualitative descriptive research method. Sugiyono [3] suggests qualitative research as a research method based on the

philosophy of post positivism, used to examine the conditions of natural objects, where the researcher is a key instrument, data collection techniques by triangulation, inductive or qualitative data analysis, and qualitative research results emphasizes meaning more than generalizations.

According to Sukmadinata [4], qualitative descriptive research is aimed at describing and describing existing phenomena, both natural and human engineering, which pay more attention to characteristics, quality, and linkages between activities. In addition, descriptive research does not provide treatment, manipulation or alteration of the variables under study, but rather describes a condition as it is. The only treatment given is the research itself, which is carried out through observation, interviews and documentation.

2.1 Data Analysis Techniques

Sugiyono [5] explains that data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and other materials, so that they can be easily understood, and the findings can be shared with others. The data analysis in this study are:

2.2 Data Reduction

Data reduction is a form of analysis that sharpens, classifies, directs, removes unnecessary data, and organizes data so that final conclusions and diversification can be drawn. This activity took

place during the research. If the data collection process is complete, all data is read to be understood and a summary is made that contains a description of the research results, focusing and answers to the problems studied. If the collection process has been carried out, a coding system is carried out on the data unit, where the data units are pieces of field notes in the form of a sentence, one paragraph and paragraph sequence. Coding is not a universal agreement but is individual in nature (Mantja, 2008), therefore code can be developed independently, it's just that it should be noted that the resulting code group must be a tool to develop code categories that help researchers sort data. The next activity of data reduction is data sorting, where activities are carried out by photocopying and cutting up data based on data units.

2.3 Data Exposure (Data Display)

Data exposure is intended to find meaningful patterns and provide the possibility of drawing conclusions and providing action, in addition to this opinion, data presentation is also intended to find a meaning from the data obtained, then compiled systematically from complex forms of information to simpler ones. In qualitative research, the data obtained is in the form of words, therefore generally the presentation of the data is in the form of narrative text. The data that has been sorted on

data reduction are arranged to be presented before becoming a report.

2.4 Withdrawal of Data Conclusion and Verification (Conclusion Drawn / Verification)

The final activity of data analysis is to make conclusions so that they can describe patterns or schematic flows about the events that occur. Continuous data analysis during the study will make it easier for researchers to arrive at conclusions. This is because during the research process it is still possible to add data to reductions in data that are less relevant, the conclusions drawn during the process will provide flexibility to researchers because they are still loose and open, with the completion of the process will lead to a specific conclusion process. Final conclusions are obtained as the research process ends.

3. RESULTS AND DISCUSSION

The results of the research in the form of regression test are intended to determine how much influence the variables X1 and X2 have on variable Y. In this study, e-commerce marketing (X1) and Brand community (X2) on sales (Y) either partially or simultaneously.

TABLE 1. Results Of Simple Linear Regression Testing For E-Commerce Marketing (X1) Against Sales (Y).

Unstandardized Coefficients				Standardized Coefficients Beta	t	Sig.
Model		B	Std. Error			
1	(Constant)	15,795	3,895		4,055	.000
	E-commerce marketing (X1)	.606	.102	.651	5,943	.000

TABLE 2. Multiple Regression Test Results E-Commerce Marketing Variables (X1) And Brand Community (X2) Against Sales (Y)

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	10,058		4,077		2,467 .017
E-commerce Marketing (X1)	.400		.116	.430	3,436 .001
Brand Community (X2)	.357		.119	.377	3,009 .004

Correlation coefficient analysis is intended to determine the level of strength of the relationship between the independent variable and the dependent variable. The results of data processing are as follows:

TABLE 3. Results Of Partial Correlation Coefficient Analysis Between E-Commerce Marketing (X1) Against Sales (Y) Correlations^b

E-commerce marketing (X1)			Sales (Y)
E-commerce Marketing (X1)	Pearson Correlation	1	.651 **
	Sig. (2-tailed)		.000
	Pearson Correlation	.651 **	1
Sales (Y)	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N = 50

TABLE 4. Results Of Correlation Coefficient Analysis Partially Between Brand Community (X2) Against Sales (Y) Correlations^b

Brand Community (X2)			Sales (Y)
Brand Community (X2)	Pearson Correlation	1	.629 **
	Sig. (2-tailed)		.000
Sales (Y)	Pearson Correlation	.629 **	1
	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N = 50

TABLE 5. The Results Of Simultaneous Correlation Coefficient Analysis Between E-Commerce Marketing (X1) and Brand Community (X2) Against Sales (Y) Model Summary

Model	R	R Square	Adjusted R Square	Error of the Estimate
1	.719 a	.517	.496	2,638

Analysis of the coefficient of determination is intended to determine the percentage strength of the relationship between the independent variable and the dependent variable either partially or simultaneously), in this study the variables of E-

commerce Marketing (X1) and Brand Community (X2) on Sales (Y). Following are the results of the calculation of the coefficient of determination processed with the SPSS Version 26 program, as follows:

TABLE 6. Results Of Partial Determination Coefficient Analysis Between E-Commerce Marketing (X1) And Sales (Y) Model Summary

Model	R	R Square	Adjusted R Square	Error of the Estimate
1	.651a	.424	.412	2,851

a. Predictors: (Constant), E-commerce Marketing (X1)

TABLE 7. Results Of Partial Determination Coefficient Analysis Between Brand Community (X2) Against Sales (Y) MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Error of the Estimate
1	.629a	.396	.383	2,920

a. Predictors: (Constant), Brand Community (X2)

TABLE 8. Results Of The Simultaneous Determination Coefficient Analysis Between E-Commerce Marketing (X1) And Brand Community (X2) Against Sales (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	d. Error of the Estimate
1	.719a	.517	.496	2,638

a. Predictors: (Constant), Brand Community (X2), E-commerce Marketing (X1) Source: Primary data processed, 2020

Hypothesis testing of variables E-commerce Marketing (X1) and Brand Community (X2) on Sales was carried out by using the t test (partial test). In this study, the 5% (0.05) significance criteria were used by comparing t count with t table, namely as follows:

TABLE 9. Hypothesis Test Results (T Test) E-Commerce Marketing Variables (X1) Against Sales (Y) Coefficients^a

Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.
Model	B	Std. Error			
(Constant)	15,795	3,895		4,055	.000
E-commerce Marketing (X1)	.606	.102	.651	5,943	.000

a. Dependent Variable: Sales (Y)

TABLE 10. Result Of T Test For Brand Community Variable (X2) Against Sales (Y) Coefficients^a

Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.
Model	B	Std. Error			
(Constant)	16,191	4,058		3,990	.000
Brand Community (X2)	.596	.106	.629	5,606	.000

a. Dependent Variable: Sales (Y)

To test the effect of the variables of e-commerce Marketing and Brand Community simultaneously on Sales at South Tangerang MSMEs, the F statistical test (simultaneous test)

was carried out with a significance of 5%. In this study, the 5% (0.05) significance criteria were used, namely comparing the calculated F value with the F table with the following conditions:

TABLE 11. Hypothesis Results (Test F) Simultaneously Between Marketing E-Commerce (X1) And Brand Community (X2) Against Sales (Y)

ANOVAa					
Model	Sum of Squares	df	Mean Square	F	Sig.
1					
Regression	350,206	2	175,103	25,154	.000b
Residual	327,174	48	6,961		
Total	677,380	50			

a. Dependent Variable: Sales (Y)

b. Predictors: (Constant), Brand Community (X2), E-commerce Sales (X1)

Qualitative Results

3.1 Geulis Gallery

Geulis gallery is a business owned by Ms. Jeni Andriani which is engaged in weaving and crafting

with the aim of promoting local culture taken from the Tasikmalaya. Galeri Geulis has been running for about 2 years. Seeing the opportunity, Mrs. Jeni tries to make more attractive kinds of weaving

ranging from bags to wallets. Currently, Jeni's marketing strategy is offline and online. For offline, the gallery has branch in Pondok Aren and also joins restaurants in the Dago Villa area to display the work of its products, while for online Ms. Jeni uses the Whatsaps, Facebook and Instagram groups. In addition, Ms. Jeni also opens opportunities for resellers who want to sell their products. The advantage that is felt after selling through E-commerce is an increase in product sales because sales can reach a wider range. Then Mrs. Jeni also took advantage of the Brand Community, namely by joining the *Tangsel Berkibar* community where MSME players joined the community. Mrs. Jeni has joined the community for about a year. The benefits after joining the community are the availability of information about the bazaar, sharing knowledge, and training through webinars to add knowledge and skills as well as promotions for the products being sold. By joining the community, the increase in sales is also felt because one of the programs in the community is the movement to shop with fellow MSMEs.

3.2 Coconut Oil V-CO

Before starting this V-CO coconut oil business, Mrs. Novia has been running several other businesses, but currently she and her husband are focusing on further developing the V-CO coconut oil business. The business began because she saw an opportunity where there were many raw materials and when the coconut was sent to her area, it turned out that many coconuts were old and could not be sold as coconut milk because it was a pity if they just dumped it, then finally Mrs. Novia emphasized that the business currently being run is easy, meaning that everyone can make coconut oil, but not everyone wants to make it because it is a long process and requires patience in its management. This business can be for health and facial care, because the management has been guaranteed hygienic and original from coconut. Currently, the marketing strategy that is carried out by Mrs. Novia in increasing sales of her products is by selling through E-commerce, namely Whatsapp, Facebook and Instagram. In addition, Mrs. Novia has been joining the IKM (Minang Family Association) community for more than one year, where the members consist of Minang traders. The benefit of this community is information about various bazaars that will be held so that Ms. Novia can participate in selling in the bazaar. In addition, Mrs. Novia has been joining the IKM (Minang Family Association) community for more than one year, where the members consist of Minang traders.

The benefit of this community is information about various bazaars that will be held so that Mrs. Novia can participate in selling in the bazaar. In addition, Mrs. Novia has been joining the IKM (Minang Family Association) community for more than one year, where the members consist of Minang traders. The benefit of this community is information about various bazaars that will be held so that Ms. Novia can participate in selling in the bazaar.

3.3 Uni Ambo Cassava Chips

Ms. Afridayani is the owner of the Ambo Union Cassava Chips business which has been running for more than 5 years. The business began to run and develop smoothly, as evidenced by the packaging process, initially packing manually, namely with the help of wax to the packing process with a machine so that the packing process is better and better. The product has also obtained a permit from the health and food office. The business aims to increase family income and be able to help neighbors, because when production increases, Mrs. Afridayani will use the services of her neighbors in carrying out the packing process. In addition, she felt that she had his own satisfaction when she got income from trading because according to what the Prophet taught that 99% of income from trading was lawful. The marketing strategy carried out by Mrs. Afridayani is offline and online. For offline she collaborates with one of the minimarkets, for online she uses the Whatsapp, Facebook, Instagram group and opens opportunities for resellers to sell cassava chips Uni Ambo. In addition, Mrs. Afridayani also joined the UMKM Community, the same community that was followed by the first resource person, Tangsel Berkibar. He felt the same benefits as the first source.

3.4 Mami Anjani's Kitchen and Mami Anjani Gallery

The fourth resource person is engaged in flower decoration services along with products in the form of flowers and culinary regional cuisine but has been innovated to suit the tastes of the people. The owner of this business is Mrs. Rissa Hanny, she began in 2013 with the opening of a Padang restaurant in the Blok M area, until 2018. She had 6 branches but in 2019 when having a baby she decided to close the whole business because there is no time to manage the business. Finally in 2019, Mrs. Rissa decided to open a new business at home called *Dapur Mama Anjani*. This time she decided to change the system from originally stocking food and then changing to customers' orders. The marketing strategy that Ms. Rissa uses is to participate in exhibitions and open up

opportunities for resellers and to date, to get resellers to Kalimantan, Medan, Riau and other areas. He also runs e-commerce marketing because by going online he finds it easy to manage all sales transactions and has a very flexible time. The e-commerce used is Lazada, Facebook, Whatsapp, and Instagram. Mrs. Rissa has joined several communities for the past 2 years, such as the Indonesian culinary community, the IWAPI community (Indonesian Entrepreneurs Association) and several other communities. She emphasized that if he did not join the community it would be difficult to get information about MSMEs.

3.5 Coconut Oil MCC

This business was established in 2017 where Mrs. Anggi joined the community discussing a diet using coconut oil, and she saw an opportunity to make her own product then tried to market it. In joining the community, Mrs. Anggi also feels the benefits because from this community many resellers have joined to sell these products. The products are sold through e-commerce such as Tokopedia, Bukalapak, Instagram, Facebook and Whatapps. After selling through e-commerce, Mrs. Anggi felt that her sales had increased greatly because usually products were only bought by colleagues and in the area where she lived, but with the sale through e-commerce, products can be sold throughout Indonesia. If sales decline, he tries to market it through endorsement by celebrities, advertising in e-commerce and of course the price must be competitive, even cheaper than competitors.

4. CONCLUSION

Based on the descriptions in the previous chapters, and from the results of the analysis and discussion of the effect of e-commerce marketing and brand community sales, as follows: E-commerce marketing has a significant effect on sales with the regression equation $Y = 15.795 + 0.606X_1$, the correlation coefficient value is 0.651 means that the two variables have a strong level of relationship with a determination coefficient of 42.4%. Hypothesis test obtained $t_{count} > t_{table}$ or $(5,943 > 2,011)$. Thus H_0 is rejected and H_1 is accepted, meaning that there is a significant influence between e-commerce marketing on the sales of South Tangerang MSMEs. Brand Community has a significant effect on sales with the regression equation $Y = 16.191 + 0.596X_2$, the correlation coefficient value is 0, 629 means that both have a strong level of relationship with a determination coefficient of 39.6%. Hypothesis test

obtained $t_{count} > t_{table}$ or $(5.606 > 2.011)$. Thus, H_0 is rejected and H_2 is accepted, meaning that there is a significant influence between Brand Community and MSME Sales in South Tangerang. E-Commerce marketing and Brand Community have a significant effect on sales with the regression equation $Y = 10.058 + 0.400X_1 + 0.357X_2$. The correlation coefficient value obtained is 0.719, meaning that the independent variable with the dependent variable has a strong level of relationship with the coefficient of determination or influence simultaneously of 51.7%, while the remaining 48.3% is influenced by other factors. Hypothesis testing obtained the value of $F_{count} > F_{table}$ or $(25,154 > 2,800)$. This H_0 is rejected and H_3 is accepted.

Based on the results of interviews from five MSME actors, it was found that the marketing strategy carried out was sales through E-commerce and Brand Community. In terms of E-commerce, MSME business actors use the Whatsapp, Facebook and Instagram groups to also attract resellers to sell these products, while in terms of Brand Community, MSME entrepreneurs join the MSME community to improve skills through training and sharing information about the bazaars to be held.

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