

Find Out the Most Dominant Sales Indicators of UMKM Bakso Aci Using SPSS

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ABSTRACT

The existence of an online marketplace that can be used for free by sellers or business owners can certainly increase sales of a product. Items that used to be marketed face-to-face between sellers and buyers, can now be done online. Likewise with the business process that is now used by MSMEs Bakso Aci in Kediri Regency. From the change of conventional business processes to digital business processes, this study to find out the partial influence of four independent variables namely marketplace model, marketing model, store visualization and payment system on the sale of Bakso Aci MSME Products. In addition to partially, the study also calculated whether the four free variables simultaneously affected the sales of MSME Bakso Aci. First of all, the study took a sample of 350 customers from UMKM Bakso Aci. Then for analysis using multiple linear regression. The results showed that marketplace models, marketing models, store visualizations and payment systems had a partial and simultaneous effect on the sale of Bakso Aci MSME products. Of the four indicators, the most dominant is the marketing model.

Keywords: *Baso Aci, Marketplace, Repair, Payment System*

1. INTRODUCTION

Marketing development is not just through door to door. Whether it's using brochures or relying on workers to navigate different areas of marketing targets. In the 21st century, marketing activities have begun to move to digital platforms. One of the efforts to overcome the problem is to learn the ins and outs of digital marketing. Digital marketing provides a more cost-effective design. However, one of the inhibiting factors is that the basis for strengthening technology must be understood [1]. Strengthening technology for aspiring business people does not seem to be a barrier at this time. However, it becomes a breath of fresh air in building a technology-based business [2]. The availability of various media, books and articles about digital marketing can be a reference for prospective new business people. Thus, the business that will stand has a foundation in improving both performance, satisfaction, loyalty, sales and effectiveness. [3] [4][5][6][7].

One of the businesses that make a major contribution to the country of Indonesia is Micro, Small and Medium Enterprises (MSMEs). The role of MSMEs is not only as the largest employer. But also, as the root of the business with the best innovation. MSMEs raised in this study are

MSMEs Baso aci located in Kediri Regency. The business model of meatballs aci UMKM is to produce meatballs on order and send meatballs that have been made to customers who have ordered. The trend of using digital marketing makes MSME owners baso aci trying to increase their sales through digital media such as the use of online marketplace. The small number of sales using digital marketing varies greatly. First, what platform is used. The owner prefers Shopee. Then the marketing model should also be considered starting from the concepts of C2B, B2B and C2C [8][9]. Store displays are also a yardstick of attractiveness. Visitors to the platform simply see the baso aci catalog or are interested in ordering. Initially, this MSME meatballs made sales in a conventional way. Starting from marketing, postage transactions and operational time can be controlled using the platform. When controlling with the platform also provides a greater turnover.

The problem that has been outlined attracts the author to conduct research on increasing sales at MSMEs Baso Aci if there are several indicators. Indicators that can have an impact using expected assumptions are market models, marketing models, store visualizations and payment systems. This research aims to find out the partial and simultaneous influence of marketplace

models, marketing models, store visualizations and payment systems on the sale of Baso MSME products. Acı, to find out the dominant free variable and to find out how much role free variables play to bound variables.

2. PREVIOUS RESEARCH

2.1 Market Model

Modern market models use internet access. Businesses over the common internet are customer to business as a service platform for customers [9][10]. Unlike business to customer, which is a platform that provides individual services to customers in the form of retail products [11]. Meanwhile, customers for customers include individuals who sell products to serve customers [12].

2.2 Marketing Model

The concept of Technology Acceptance Model is a step to facilitate the use of information technology. It is related to perceived ease, perceived benefits and positive perception. The advantages of having a model to answer the level of satisfaction of use. Thus, it will include the perception of ease of use and the perception of usability various marketing models up to 7P [13][12]. Physical evidence as evidence of the market [11] and public relations as a liaison for producers, marketing with customers [14].

2.3 Payment system

Payment systems as a form of innovation in online payment transactions [13]. This concept will provide convenience for technology users. But it makes it difficult for users who don't understand the technology [15]. The development of payment models has been widely applied in developing the business as commercialization [16]. Thus, the once conventional transaction culture can now be easily done using technology.

2.4 Conceptual Research

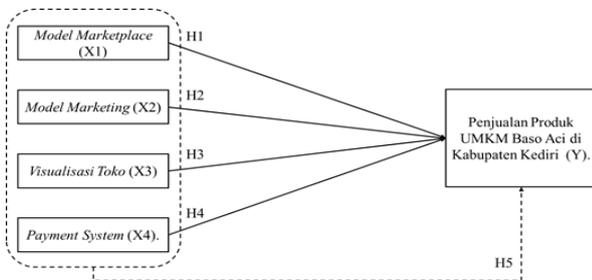


Figure 1. Research Framework

- a. H 1: Marketplace Model (X1) significantly affects the increase in sales of UMKM Bakso Acı Products in Kediri Regency (Y).
- b. H 2: Marketing Model (X2) significantly affects the increase in sales of UMKM Bakso Acı Products in Kediri Regency (Y).
- c. H3: Store Visualization (X3) significantly affects the increase in sales of UMKM Bakso Acı Products in Kediri Regency (Y).
- d. H4: Payment System (X4) has a significant effect on the increase in sales of UMKM Bakso Acı Products in Kediri Regency (Y).
- e. H 5: Marketplace Model (X1), Marketing Model (X2), Store Visualization (X3) and Payment System (X4) do not have a simultaneous influence on the Increase in Sales of BAKSO Acı MSME Products in Kediri Regency (Y).

3. RESEARCH METHODS

The study used a population of 2,739 people. The amount comes from customers who bought Acı Meatballs within 6 months from August 2020 to January 2021. This population is used as the basis for sampling. The sampling technique used is Proportional Stratified Sampling. This technique serves to take samples by class each month of Acı Meatball purchases from customers. Respondents taken as consumers of Bakso Acı are dominated by women, age <30-year, Last high school education, monthly income <1 million with purchase frequency >8 time. This is in accordance with the results of interviews conducted by researchers with the owner of Meatballs Acı. Research samples are part of the characteristics of the population. Thus, the number of research samples used uses the formula:

$$n = \frac{N}{1 + Ne^2} \tag{1}$$

Based on the sample number of research numbered 350 customers. While the class has buyer observation for 6 months. The study used the likert scale i.e. the value 1 = very unnecessary, the value 2 = not mandatory, the value 3 = neutral, the value 4 = required and the value 5 = very necessary. Linear regression modeling is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Value Y is the predicted bound variable, value a is a constant, value b is the unstandardized coefficient B and the value X is the value of the free variable. For partial testing with the condition that the value T-count > T-table. Test n s simultaneously with the condition of Fhitung value > Ftable. Determination Test with Adjusted Interval R Square < 0.000 = uncorrelated; 0.000 - 0.490 = weak correlation; 0.500 = medium; 0.510 – 0.990 = strong correlation; and 1,000 = perfect correlation.

4. RESULTS AND DISCUSSIONS

4.1 Statistic analysis

Tabulated research data is carried out at the statistical processing stage. Statistical processing results begin with a validity test using a formula (2) and a reliability test using a formula (3). The results in the validity and reliability of the test. Test the validity of each indicator code for free variables (X) and bound variables (Y) using an R-table value of 0.1045. It is stated that all variable indicator codes are valid, since Pearson Correlation (N-2) > the R table. The reliability test states that all free variables (X) and bound variables (Y) have values consistent with Cronbach Alpha > 0.60.

4.2 Basic Assumption Test Recapitulation

The normality test had a Kolmogorov Smirnov Test value of $0.00 < 0.05$ indicating the absence of data normality. The autocorrelation test states that the p-value is 1.884 which means the data does not occur autocorrelation because the D1 value is 1.73. The Du value is 1.77. Multicollinearity tests show that each variable value does not occur multicollinearity because Variance Inflation Factor (VIF) is at intervals of 1.00 to 10,000. The heteroscedasticity test shows that the coefficient value B of an independent variable is more than 0.05 with the statement that there is no heteroscedasticity. As for the linearity test on Deviation from Linearity, each free variable has a linear relationship with a p-value (X1) proof of 3,674, (X2) of 2,426, (X3) of 2,743 and (X4) of 1,957 more than 0.05.

4.3 Regression Model and Partial Test

Table 1. Regression Models and Partial Tests

<i>Model</i>	<i>Koef. B</i>	<i>Std. Error</i>	<i>T</i>	<i>Signature</i>
Constant	0,614	1.164	0,527	0,598
Independent variables:				
Market Model (X1)	0,087	0,036	2.400	0,017
Marketing Model (X2)	0,056	0,027	2.081	0,038
Shop Visualization (X3)	0,214	0,028	7,524	0,00
Payment system (X4)	0,788	0,029	27.084	0,000
Dependent Variable: Increased Sales of MSME Products Bakso Aci (Y)				

In the regression value model in the form: $Y = 0.614 + (0.087) X_1 + (0.056) X_2 + (0.214) X_3 + (0.788) X_4$. Based on multiple linear regression value modeling, the coefficient values on the dominant variables are the Payment System, then the Store Visualization, Marketplace Model and Marketing Model. Partial test (T-

test) serves to determine the value of free variables individually. This value is expected to exceed the required table T level. Calculation of the degree of freedom of the T test using the formula (4) with the following results:

$$\frac{a}{2} = 350 - 5$$

$$0,025 = 345$$

Therefore, the probability of using (2-tailed) is thus worth 0.025. The value of freedom is 345. Judging from the T table of the equation is 0.025; 345 by 1,966

Table 2. Partial Hypothesis Results

Hy pot hes is	Variable Impact	T Co unt	Sig .	Decis ion
H 1	Market Model (X1) → Sales of MSME Products Meatball Aci Increase	2.400	0,017	accep ted
H 2	Marketing Model (X2) → Sales of MSME Products Meatball Aci Increase	2.081	0,038	accep ted
H 3	Shop Visuali zation (X3) → Sales of MSME Products Meatball Aci Increase	7,524	0,00	accep ted
H 4	Payme nt system (X4) → Sales of MSME Products Meatball Aci Increase	27.084	0,000	accep ted

From the table data above, it can be concluded that the T value calculated from the market model variable of $2,400 < 1,966$ and the value of significance of 0.017 so that it is smaller than 0.005 so that the hypothesis that the marketplace model affects the increase in sales is accepted.

4.4 Marketplace Model to Increase Sales of UMKM Bakso Aci Products

The results of this study stated that MSMEs provide increased sales after the implementation of e-commerce. Thus, gradually buying and selling activity increases with partial consistency of 4 units and approaches the significance value of 0.00, less than the maximum confidence level of 0.05.

4.5 Marketing Model Towards Increasing Sales of UMKM Bakso Aci Products

Partial test of Marketing Model variables exerts an effect of 2,081 units on the Increase in Sales of UMKM Bakso Aci Products. This impact exceeds the standard partial table assumption. Judging from the significance

level of 0.038 is the carrying capacity of this variable in providing an increased role in sales of UMKM Bakso Aci Products. The value of such significance is close to the value of 0.00 and does not exceed the belief level of 0.05 and the hypothesis that has been formulated states that H2 is accepted.

4.6 Meatball Aci MSME Product Sales Store Visualization Increases.

Partial test of Store Visualization variables had an effect of 7,524 units on the Increase in Sales of UMKM Bakso Aci Products. This impact exceeds the standard partial table assumption. Review the significance level of 0.000 into the carrying capacity of this variable in providing an increased role in sales of UMKM Bakso Aci Products. The value of such significance is close to the value of 0.00 and does not exceed the confidence level of 0.05 and the hypothesis that has been formulated states that H3 is accepted.

4.7 Payment System to Increase Sales of UMKM Bakso Aci Products

Partial test of Payment System variables exerted an effect of 27,084 units on the Increase in Sales of UMKM Bakso Aci Products. This impact exceeds the standard partial table assumption. Review the significance level of 0.000 into the carrying capacity of this variable in providing an increased role in sales of UMKM Bakso Aci Products. Further empirical studies are in line with previous research,[23], stating that payment systems may use the help of third parties. Payment system platforms circulating in Indonesia include Go-Pay, OVO and DANA as a practical step. The platform is an alternative to payment transactions. The hope achieved is to make users satisfied and increase sales of UMKM Bakso Aci products.

Tabel 3. Hasil Hipotesis

Hipotesis	Variable Impact	F Count	Sig	Decision
H1	Marketplace Model (X1), Marketing Model (X2), Store Visualization (X3), Payment System (X4) → Sales of MSME Products Meatball Aci Increase	335,171	0,000	accepted

The increase in sales of UMKM Bakso Aci products in Kediri Regency was in line with the expectations of

researchers with simultaneous levels exceeding the simultaneous table value of 2.63. The simultaneous value is the Fhitung standard value. Thus, the Fhitung numeracy value of 335,171 is greater than the simultaneous table of 2.63 and the hypothesis that has been formulated states that H5 is accepted. Adjusted R Square's value of 0.793 states that high variable relationship rates play a large role in the study. This result exceeds the standard relationship value of 0.5. Thus, the study did not explain variables that did not provide an association and were not related to the study by 20.7%. The value had nothing to do with variables as it was not described in the study at 20.7%.

5. CONCLUSION

From the results of this study, it is revealed that there is an increase in sales of meatballs. This indicates that the change in sales techniques that were initially done conventionally or by order, into online sales techniques through marketplaces is successful. Online sales methods are done using Shopee and other marketplaces such as Tokopedia and Bukalapak. It can then be concluded that from the indicators of market models, marketing models, and payment systems that are most dominant against increased sales is the marketing model.

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