Development of Business to Consumers-Based E-Commerce to Increase Sales of Queen Fashion Products During the Covid-19 Pandemic in Sragen

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Abstract. This research is motivated by the anxiety of small and medium entrepreneurs to close or continue their business during the COVID-19 pandemic. This research aims to describe the use of business-to-consumer-based e-commerce to increase sales, in the type of business directly from stores to consumers that run online, offline and self-promotion. Therefore, the type used is qualitative with an ethnographic design. The object of this research is how the business behavior of owners, employees, and customers at Queen fashion stores. Data were collected through in-depth interviews, observations, and documentation. Data analysis through structured techniques on the site. The results show that promotion through e-commerce with a marketplace can expand the marketing network for fashion products to various regions because information can be accessed quickly. Online, offline, and self-promotion promotions are still very much needed considering the variety of customers. During Covid-19, online promotion was seen as the spearhead of marketing, but what happened was instead an instrument for expanding the market area and an instrument for increasing the amount of marketing.

Keywords: Development of Business-To-Consumer-Based E-Commerce · Increase in Sales · Online Promotion · Online Promotion · Self-Promotion

1 Introduction

Research conducted by Mumtahana et al. (2017) [1], *E-commerce* development is a strategy that needs to be used to increase the value of entrepreneurs' income. Data processing methods in the research of matrix SWOT methods and PEST [2]. The results show that the use of information technology and information systems in the form of *e-commerce* can increase the quantity of marketing of production results.

Research of [3], the motives of business actors in implementing e-commerce include: accessing global investment, promoting products, building brands, getting closer to customers, helping to communicate faster with customers, and in order to satisfy customers [2]. The business that implements e-commerce increases: increase sales turnover,

number of customers, means of promotion, and expand business. In implementing e-commerce, there are several obstacles that are often faced by business actors, including: weak human resources, high costs, difficulty in obtaining permits, and constrained by network obstacles.

Research of Nalendra that online shopping for goods is influenced by the price of goods and customer trust shows that the price of goods produces positive value and customer trust also has positive value so that it means that shopping for goods online will be able to increase when the price of the goods is affordable and the level of trust of its customers is high [4]. Therefore, sellers must increase their trust and be more familiar with the price of goods that match the price in the market so that the sale of goods can increase.

This research explores how e-commerce can process so as to increase sales, by using business-to-consumers-based e-commerce, how to increase sales, by directing to consumers and running online, offline and self-promotion marketing. We view e-commerce as a business instrument for millennial children who have the ability to play an important role in expanding market networks and earning more profits from ordinary trade throughout the ages. The term trade is seen as a transaction carried out between business partners.

E-Commerce is an emerging concept that describes the process of buying and selling or exchanging products, services, and information through computer networks including the internet. The use of the Internet, tablet devices, and smartphones that match customer communication behavior coupled with greater consumer confidence will see that e-commerce will continue to evolve and evolve [5]. After the presence of e-commerce in Indonesia, consumers no longer need to come to the store to see products and bid prices, stores are available via online or the internet that we can access through gadgets [6]. Customers can simply look at the intended e-commerce. Then, look at the product catalog provided. Next, selecting the product and entering the payment method, the payment is made using online payments, such as transfers via ATMs or e-wallets. Payment can also be made with the COD (Cash On delivery) payment method, where sellers and buyers must meet face to face to make payments in person. The biggest thing is to choose a delivery service. The benefits of e-commerce can help businesses to market products online and take orders. The consumptive nature of society is made easier by the existence of e-commerce as revealed [7].

In the midst of this pandemic, e-commerce plays an active role in helping SMEs to continue to grow. With so many appeals to work and study at home. E-commerce is an option for sellers to be able to continue trading from home. Another advantage is that the unlimited scope of business and sales covering the whole world makes e-commerce quite potential. The increase in sales on online platforms has also increased since the pandemic took place [8].

The PKM chosen is Queen Fashion which is located at Jl. Yos Sudarso, Karang Duwo, Sragen Tengah, Kec. Sragen, Sragen Regency, Central Java 57211, Indonesia. Queen Fashion Sragen's customers are millennial children. Queen Fashion has the distribution, sale, purchase, and marketing of goods or services to the community to outside the city. Queen Fashion is a type of clothing, hijab, and bag shop business founded by Nonik Khalidatun which carries trend Muslimah bartu clothing and exists among the
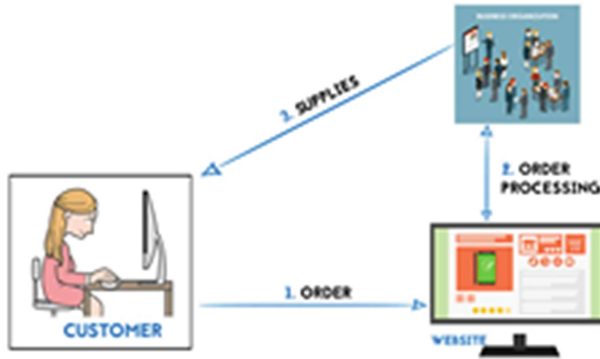
Fig. 1. B2C (Business *to consumers) Business* Model

community. Queen fashion produces its own several types of clothing and supplies from several distributors. This fashion queen is in a strategic business environment, so there are many visitors. Queen fashion has 2 branches namely in Sragen and in Surabaya.

The working relationship of the business can be described in Fig. 1.

After reviewing the background that has been described, a formulation of the problem can be raised how to develop B2C-based E-Commerce as a sale of Queen Fashion products and How E-Commerce impacts Queen fashion sales through online promotion, manuals, and self-promotion.

2   Method

Based on the formulation of the problem, the kind of this research is qualitative and ethnographic design. The data unearthed is Queen Fashion's business behavior with e-commerce, manual, and self-promotion approaches. In collecting data**,** researchers rely on interviewees by conducting in-depth interviews**,** observations, and documentation. The resource persons are business actors, admins, and customers of fashion Queen.

To obtain valid data, a triangulation of sources is performed. The research instrument is the researcher with his sensitivity to compare the behavior of the abuser with what they say in an ideal situation, and they do on a specific topic. Data collection was carried out with in-depth interviews, observations, and documentation according to the research theme [9]. According to Miles & Huberman data analysis is organized within the site [10].

3   Result and Discussion

In line with the development of time, generation Z children are getting older, the covid-19 pandemic has intensified, fostering the role of generation Z in commerce, especially *e-commerce*. For Queen Fashion business, the arrival of the COVID-19 pandemic knocked out business in a short time, but nevertheless the persistence of businesspeople and supported by small town customers who are far from the mass crowds, eager to grow back

quickly. The growth of the business from this fall is supported by conventional customers and traditional customers, where they buy by being present directly to the store. Online promotion is a new opportunity to introduce products to potential customers of generation Z who are now entering adulthood, an age where small town children begin to know the opposite sex, dress neatly, want to look beautiful, and some of them are entering the age of marriage. Critical reading skills require creativity [11]. Because there are the following positive impacts: (1) E-commerce, which is loved by teenagers and adults with technology, has a positive influence on purchasing decisions. They can choose the desired item from where they are. Therefore, businesspeople are increasingly actively reaching customers who like glamour styles and new clothing designs by installing online promotions. The selected online promotions include *Shopee, Instagram, Tiktokshop and Facebook marketplaces.* (2) Businesspeople maintain a promotional model manually. This manual promotion is used to retain or even develop traditional and conventional customers. The manual promotion model includes brochures, MMT and banners. This promotional model is displayed in the store and its surroundings where it is hoped that people around or who pass by can get to know the products offered and choose to shop at Queen Fashion. (3) Overall, the quality of products available at Queen fashion has been liked by customers, products like this can promote themselves with *self-promotion.* Customer satisfaction with a product will be reported through word of mouth to other customers. Service to customers that displays the beauty, hospitality, convenience of location, and elegant appearance of the store, supported by adequate parking, is a good promotion. Promo types *elf promotion* has been believed by business people to maintain the stability of the business they are doing. Problem-solving, communication, motivation and imagination skills are important aspects of critical skills [12].

Online promotions such as promoting in various marketplaces have an influence on increasing sales through *E-commerce* using a *business* to consumers model, where products are sold directly by stores to consumers. Through social media used by Queen fashion, namely official social media accounts on Shopee, Facebook, TikTok shop and Instagram, it makes it easier for customers to find product information. The owner mentioned that not all customers trust social media, especially conventional and traditional customers. Traditional and conventional customers are long-time customers and live around business locations, these customers feel safer to make purchase transaction products at Queen fashion by coming directly to the store in person. The following Table 1 presents an interpretation of the connection between the belief that to ko is believed to be due to the good service they have received so far. Customer trust has built confidence in getting the best service and trust that business people and waiters have good intentions to help customers.

Good service will build the impression that it promotes the next service or *self-promotion. Self-promotion* can be seen that good service and product design have a positive impact and have a significant effect on customer purchasing decisions. Order size matching offers product sizes that vary from children to adults, bringing in the next buyer.

It is realized by business owners that the materials used and liked by customers tend to be thin because they adjust to the wishes and ability to pay for customers.

Table 1. Trusting beliefs and trusting intentions

Belief (Customers should)	Attracting Trust (Customer has)
Predictable	Believes
Competent	Attitude
Benevolent	Intentions of belief
An integral	Proof of conviction
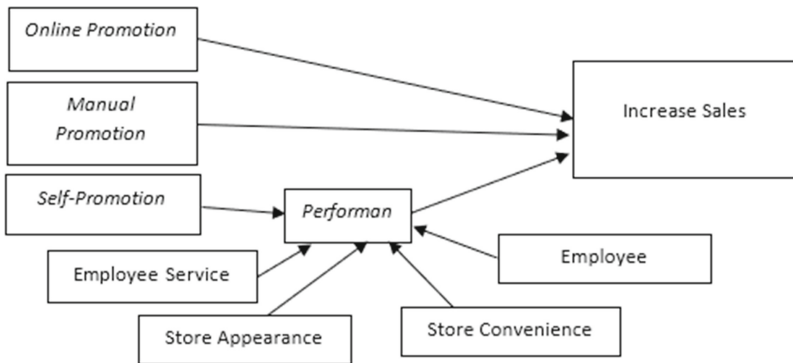
Fig. 2. Hypothesis of Research Results.

A comfortable, clean, and tidy place makes customers feel at home to shop at Queen fashion, every customer comes employees at Queen fashion always stand up and welcome customers by saying "Welcome to Queen fashion and happy shopping" it is included from the friendliness of the employees. In summary the awakening hypothesis can be in the following Fig. 2.

The hypothesis of the results of the above research to increase sales is carried out in 3 ways, first in the covid-19 pandemic situation businesspeople must carry out promotions online, secondly to maintain conventional customers, businesspeople must maintain promotions manually, and thirdly businesspeople carry out and develop business-to-consumer-based E-commerce [13]. Business people must still adhere to the principle of doing business by selling products directly to consumers without intermediaries' *resellers* or second sellers. The instruments they do with improved live service performance. The improvement of service performance is built by paying attention to millennial customers, then strengthening and improving *self-promotion* where good service will attract re-arrival of customers, employee service in accordance with the taste of millennial customers, the appearance of the store that matches the taste of millennial customers, the store situation that provides a sense of comfort for customers, and the hospitality of the employees. Humanistic text developed by researchers can effectively increase human creativity in critical reading skills of the global communication, business, and education era (Ratih et al., 2019). Here are some snippets of interviews why customers always come back when they need a product (Table 2).

Table 2. Why customers are dating back

No.	Consumer Name	Reviews
1.	Ds	There are various models of clothes, clothes, pants, skirts, headscarves whose designs are contemporary, materials according to taste, with various price levels, so that every customer feels that they are getting the goods they are looking for at a price that they think is not too expensive.
2.	Sw	Really like the queen fashion store with its latest concept, the place is very comfortable for shopping, especially with the service is very friendly, the cleanliness is also very well maintained and maintained, especially the fitting room is spacious and very neat, the employees are beautiful, outgoing, and friendly, very recommended for those of us who are looking for Korean style outfits…… The friendly price is pocketed.
3.	Sw	"The place is super neat, clean, the best quality, super friendly service, the price also starts from the cheapest and is always affordable for all, a variety of complete hijabs, really recommended *hijabers* who are looking for premium pashmina"

The words of customers, verbatim are the sayings of gods for businesspeople, and must get serious attention. The performance building of the place of service to customers must be adjusted. Millennials are experiencing a change in the taste of time after time that demands the readiness of businesspeople to understand and serve.

4   Conclusion

The conclusions that can be drawn from this study are:

1) In the covid-19 pandemic situation, businesspeople have encountered new choices, whether to close their business or to expand their business. The second option is the main alternative, so creativity must be carried out by draining the ability to think, then applying the results of creative thinking as innovative solutions.
2) Businesspeople believe that promotion is the right way to maintain and or develop a business. To conventional customers, manual promotion is still required, this customer in rural areas is still dominant. Meanwhile, to reach potential buyers and potential millennial customers, businesspeople carry out promotions online, by utilizing Shopee, Facebook, Tiktokshop and Instagram as is the habit of millennial customers.
3) The customers still tend to come to the store and choose the goods themselves. Therefore, service performance must always be up to date according to the taste of customers. Therefore, business people choose several unique strategies, (a) sales service from the store to the buyer's hands must give a very special impression, so that the service promotes the next service, (b) the service is tailored to the taste of the

customer, generally they feel happy with the beautiful service, a little sexy, dressed neatly as the goods sold, (c) the store must be good, clean, bright, there is seating and trying on spacious clothes with many options, (d) the store must be made a situation that makes guests feel comfortable so that they feel at home in the store, such as not hot, music, and not chased to buy immediately then go home, (e) the employees are friendly in greeting and responding to the presence of customers.

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