

The Influence of Price, Quality and Model on Clothing Sales Levels with E-Commerce Media

Amandin¹, Fauziyah Lamaya², Resista Vikaliana³, Arman Syah Putra^{4*}, Nurul Aisyah⁵

¹Faculty of Economic, STIE Prabumulih, Indonesia

²Faculty of Economic, Muhammadiyah Kupang University, Indonesia

³Faculty of Economic, Institut STIAMI, Indonesia

^{4*}Faculty of Computer, STMIK Insan Pembangunan, Indonesia

⁵Faculty of Computer, Bina Sarana Informatika University, Indonesia

*Corresponding author:

Email: armansp892@gmail.com

Abstract

The background of this research will find out how the price, quality and model can affect the level of clothing sales using e-commerce media using predetermined variables, it will be known whether these variables can affect sales levels using e-commerce media. The method used in this study is to use quantitative methods which will use survey tools and SPSS software to process data. After the data is obtained through surveys, the data will be processed through SPSS software so that it can produce accurate and measurable data. There are several studies related to increasing sales. Therefore, with the existing research base, variables that can affect sales levels will be developed because these variables can be used as a basis for research and developed to improve sales levels. In this study will produce a data that can find out what variables can affect the level of sales, especially with e-commerce media. e-commerce media is a media that is on the rise because during the pandemic, sellers and buyers cannot meet in person due to distance restrictions due to that with the pandemic, many marketplaces have sprung up so that e-commerce media is the right medium at this time.

Keyword : Price, Quality, Model, Clothing Sales Rate, E-commerce.

I. INTRODUCTION

Sales are the spearhead of a company with good sales, the company will automatically improve and get better so the Marketing division is one of the divisions that must be considered by the leadership with good sales [1], the company's wheels will be able to run so that sales can increase it must it is known what variables can increase product sales in a company with research and development it will be able to know what variables can affect the sale of a product in the market [2].

The system that was originally offline became online during the current covid 19 pandemic because of the spread of the covid-19 virus that already exists throughout the world so that humans can find ways to survive even though the economy is destroyed [3], the wheels of the economy must continue to run even though slowly but surely with the existence of e-commerce system, the economic cycle is still running, even though in the current pandemic, with the right system, the economic cycle will be faster [4]. The method used in this study using quantitative methods that use survey tools to 100 people who were randomly selected by conducting a survey, so that the data obtained in the field will be able to get real data so that the data obtained is more accurate and can meet the requirements to be processed so that the data obtained more precise [5]. The method used in this study using quantitative methods that use survey tools to 100 people who were randomly selected by conducting a survey, so that the data obtained in the field will be able to get real data so that the data obtained is more accurate and can meet the requirements to be processed so that the data obtained more precise [6].

In this study will produce data that can be used as a basis for future research, namely the variables that can be known to affect the level of sales of a product by knowing the variables that can affect the sale of a product can be known the best method in selling a product with the best method then the level of sales will be able to increase significantly [7].

The development of the internet has occurred in the 80's with the internet then all things that are impossible become possible everything that is far becomes close and everything that is close will become closer with the internet then distance is no longer there we can find out what is looking for the furthest even if we can knowing information from any part of the world [8], because of the development of information, internet media is a very developed medium now and in the future because there is no distance and time the internet is closely related to long distances. Therefore, during the current pandemic, this is the right medium for learning and teach [9]. E-commerce is one of the media that is booming right now because during the pandemic everything has to be done remotely. With the existence of e-commerce media, sellers and buyers can make transactions even though they are carried out remotely. With the existence of e-commerce media, many new MSMEs are created. MSMEs are one of the spearheads of sales in a country with many MSMEs, so many businesses are created and the wheels of the economy can spin even during the current pandemic [10]. Price is one of the important variables of a product with the best price it will be seen by the market the customer will be able to choose which is the best price in Indonesia price is one of the most important things because price is something that is seen first not the quality or the model because with a low price is one of the best choices for Indonesian customers. Therefore, price is one of the important variables in determining a decision, especially in selling a product [11].

The quality of a product is the determinant of the price with good quality, then automatically the price will be higher, bad quality can be sold at high prices, but the customer can find out which goods have good quality and which ones have poor quality [12], if a product lies, the customer It is the one who will determine the future because it is the customer who will feel the quality of a product if the product is good then there will be repeat orders. If the quality is bad then there will be no future orders. Therefore, sellers must maintain the quality of their goods so that they can be sold freely and sold more and can bought back [13]. The model of a product can determine whether the product sells in the market or not. Therefore, the latest products and the latest products will be able to sell in the market, therefore sellers of goods must continue to innovate in order to find new models and be able to develop models that already exist. exists so that it can be sold in the market and can survive a tough market with a model that can win the heart of the market then sales will increase and repeat orders will continue to exist [14]. In increasing sales, there are many methods that can be done, for example, by lowering prices by providing discounts by giving an appeal or gift, buy one get one free, for example, with many methods used, you can use increasing sales of a product, the system that will be used can be used all or one by one with the the sales method [15], all sellers must be able to think about how to sell good and fast products in order to increase product sales in this study the product sales variable will be used as a variable to find out whether it affects other variables [16].

II. METHOD

Based on Figure 1 below, the method used in this research is to use quantitative methods and then proceed to the survey method which was conducted to 100 people who were randomly selected [17], so that the real data could be known. then the data will be valid which can be taken the validity of the data.

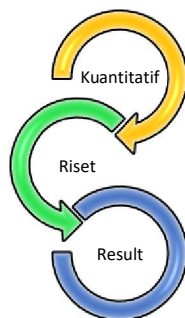


Fig 1. Research Method

Based on table 1 below, the survey will provide points that will be assessed by the community chosen randomly while the values chosen are strongly agree to have a value of 5, agree to have a value of 4, neutral

have a value of 3, disagree to have a value of 2 and strongly disagree that it has a value of 1 from where the data is obtained and the data will be processed using SPSS software [18].

Table 1. List of Questionnaire Values

| No | Jawaban | Nilai |
|----|-------------------|-------|
| 1 | Strongly agree | 5 |
| 2 | Agree | 4 |
| 3 | Neutral | 3 |
| 4 | Disagree | 2 |
| 5 | Strongly Disagree | 1 |

III. RESULT AND DISCUSSION

Based on Figure 2 below, we can explain that there are four independent variables, namely the price of model quality and increasing clothing sales [19]. The dependent variable is e-commerce which has four hypotheses, the first hypothesis is obtained from X1 to the second hypothesis is obtained from X2 to X4 and hypothesis 3 is obtained from X3 to the last X4 hypothesis 4 is obtained from X4 to Y [20].

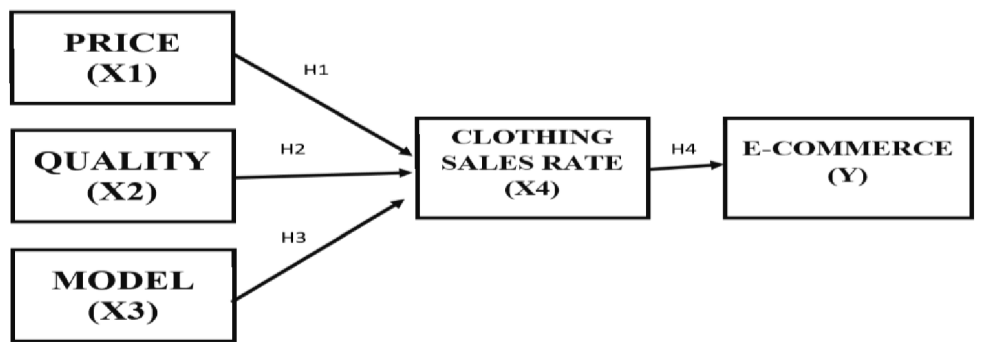


Fig 2. Hipotesis Model

Table 2. Questions on the survey conducted on 100 people

| No | Questions | Variable |
|----|--|----------|
| 1 | Low price | X1 |
| 2 | Price comparison is not far from other market places | X1 |
| 3 | Price determines quality | X1 |
| 4 | Quality based on ingredients | X2 |
| 5 | Quality based on stitching | X2 |
| 6 | Good quality sales up | X2 |
| 7 | contemporary model | X3 |
| 8 | Not out of date | X3 |
| 9 | Good use of pictures | X3 |
| 10 | Sales increase if there is a certain event | X4 |
| 11 | Highest selling for adult clothes | X4 |
| 12 | Clothing sales must use the marketplace | X4 |
| 13 | e-commerce Appropriate media | Y |
| 14 | e-commerce can increase sales | Y |
| 15 | Affordable e-commerce media for all sellers | Y |

1. Multiple Linear Regression Analysis

a. Regression Equations

Based on the table below, it can be concluded that the regression equation of each variable is as follows, the price variable has a coefficient value of 1.112, and the quality variable has a coefficient value of 1.924 and the model variable has a coefficient value of 1.082 and the floating cell variable variable has a

coefficient value of 1.723 and the Finally, the e-commerce variable has a coefficient value of 1.533, which means that all variables have an effect on one another [21].

Table 3. Recapitulation of the Results of Multiple Linear Regression Analysis

| Variable | <i>Unstandardized Coefficients</i> |
|---------------------|------------------------------------|
| Price | 1,112 |
| Quality | 1,924 |
| Model | 1,082 |
| Clothing Sales Rate | 1,723 |
| E-Commerce | 1.533 |

Source: The Results of Data Processing

b. Koefisien Determinasi (R²)

Based on the table below, we can conclude that R of x 1 has a value of 0.5, R of X 2 has a value of 29, R of x 3 has a value of 27, R of x 4 has a value of 21, and the total of R Square is 0.586 which means 58,6% is very influential on the e-commerce app which is being used as a sales medium and has an r-square value of 0.597.

Table 4. Correlation and Determination Coefficients

| Dependent Variable | Independent Variable | R | <i>R Square</i> | <i>Adjusted R Square</i> |
|--------------------|----------------------|-----------------------|-----------------|--------------------------|
| Y | X1,X2,X3,X4 | 0,5 29 27 21 | 0,586 | 0,597 |

Source: The Results of Data Processing

c. Hypothesis Testing

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

Based on the table of hypothesis testing 1, it can be concluded that of the 4 variables X1, X2, X3, X4 has a calculated F of 56.947 and the table F is 1.578 which has a significant F 0.002 which means that a zero is rejected so the hypothesis is that all of the variables are accepted, meaning that they have the wrong value so they can be affect e-commerce media.

Table 5. F / Simultaneous Test

| Dependent variable | Independent Variable | F Count | F Table 0,05 | Sig.F | decision on H0 |
|--------------------|----------------------|---------|--------------|-------|----------------|
| Y | X1,X2,X3,X4 | 56,947 | 1,578 | 0,002 | Ditolak |

Source: The Results of Data Processing

c.2 Hipotesis II (t test / Parsial)

Based on the second hypothesis testing table, it can be concluded that x1 has a T value of 3.222 which has a significant value of 0.003 and x2 has a t-value of 5,456 which has a significant value of 0.001 and X3 which has a t-value of 4.395 which has a significant value of 0.002 and x4 has a t value of 3,423 which has a significant value of 0.002, with the table above, everything is very significant, which means that it greatly affects the e-commerce variable, meaning that each of the above variables has a very significant influence on the e-commerce media variable.

Table 6. t / partial test results

| Variable | t | Sig. |
|----------|-------|-------|
| X1 | 3,222 | 0,003 |
| X2 | 5,456 | 0,001 |
| X3 | 4,395 | 0,002 |
| X4 | 3,423 | 0,002 |

Source: The Results of Data Processing

2. Discussion of Research Results

a. Hypothesis Testing Price Has a Significant Effect on Clothing Sales Rate Partially (H1)

Based on the data above, it can be concluded that the first hypothesis related to price and increased sales is very significant because it has a unidirectional calculation, therefore the price can affect the increase in clothing sales, but low prices also do not necessarily make sales increase. other variables that affect the increase in clothing sales.

b. Hypothesis Testing Quality Has a Significant Effect on Clothing Sales Rate Partially (H2)

Based on the data above, it can be concluded that the two hypothesis related to quality and increased sales is very significant, because it has a unidirectional calculation, therefore quality can affect the increase in clothing sales but good quality does not necessarily make sales increase, there are still variables. Other variables that affect the increase in clothing sales

c. Hypothesis Testing Model Has a Significant Effect on Clothing Sales Rate Partially (H3)

Based on the data above, it can be concluded that the third hypothesis relating to the model and increasing sales is very significant, because it has a unidirectional calculation, therefore quality can affect the increase in clothing sales, but the current model does not necessarily make sales increase. Other variables that affect the increase in clothing sales.

d. Hypothesis Testing Clothing Sales Rate Has a Significant Effect on E-Commerce Partially (H4)

Based on the data above, it can be concluded that the fourth hypothesis related to the increase in clothing sales and e-commerce is very significant, because it has a unidirectional calculation, therefore an increase in clothing sales can affect e-commerce, but the increase in clothing sales must be seen. from various points of view, there are still other variables that affect e-commerce.

3. Descriptive Analysis

a. Price Variables (X1)

Based on the conclusions from the results of data processing above, it can be concluded that the price (X1) or the price of goods can determine the increase in sales of clothing (Y) at low, affordable and quality prices, so as to increase sales turnover.

b. Quality Variables (X2)

Based on the conclusions from the results of data processing above, it can be concluded that the quality (X2) or the quality of goods can determine the increase in sales of clothing (Y) with good quality, durable, so as to increase sales turnover.

c. Model Variable (X3)

Based on the conclusions from the results of data processing above, it can be concluded that the model (X3) or goods model can determine the increase in clothing sales (Y) with the current model of goods, so that it can enter the millennial generation, therefore it can increase sales turnover.

d. Clothing Sales Rate (X4)

Based on the conclusions from the results of data processing above, it can be concluded that the clothing sales rate (X4) greatly affects the e-commerce variable (Y) with an increase in clothing sales in a marketplace, so e-commerce media is a very appropriate medium and can increase clothing sales.

e. E-Commerce (Y)

Based on the conclusions from the results of data processing above, it can be concluded that e-commerce has a significant effect on price variables, quality variables, model variables, and clothing sales increase variables, so it can be seen that with these four variables, it will be successful if selling on e-commerce media. commerce and selling online.

IV. CONCLUSION

Based on the above data processing, it can be concluded that the price variable (X1) can affect the level of clothing sales (X4) and the quality variable (X2) can affect the level of clothing sales (X4) and the model variable (X3) can affect the level of clothing sales (X4).) and the level of clothing sales (X4) can affect e-commerce media (Y) which means that each variable is very influential and greatly affects each

other, therefore the level of clothing sales if you want to succeed can use e-commerce media, such as a marketplace that has there is, Therefore with the existence of e-commerce media sales must increase, because customer is not only in one particular area but throughout the world, with e-commerce there is no distance and time anymore, customers can come from any part of the world , future research is to change the existing variables with other variables so that. can be known which variables can affect the advertising media and the level of clothing sales.

REFERENCES

- [1] A. R. Aditya Nalendra, S. H. Winarno, A. Priadi, E. Hermawan, M. W. Purnomo and A. S. Putra, "***The Effect of Goods Prices And Buyer Trust on The E-Commerce Sales System For Purchasing Goods Online,***" International Journal of Science, Technology & Management, vol. 2, no. 3, pp. 561-567, 2021.
- [2] D. N. M. A. A. P. J. I. D. H. S. Y. C. Arman Syah Putra, "***Examine Relationship of Soft Skills, Hard Skills, Innovation and Performance: the Mediation Effect of Organizational Le,***" IJSMS, pp. 27-43, 2020.
- [3] A. Damuri, N. Isnain, R. A. Priyatama, Y. I. Chandra and A. S. Putra, "***E-Learning Proposal System in Public Secondary School Learning,***" International Journal of Educational Research & Social Sciences (IJERSC), vol. 2, p. 270–275, 2021.
- [4] N. K. Dewi and A. S. Putra, "***Perkembangan Gamification dan Dampak Game Online terhadap Jiwa Manusia di Kota Pintar DKI Jakarta,***" Jurnal Informatika Universitas Pamulang, vol. 5, no. 3, pp. 315-320, 2020.
- [5] N. K. Dewi and A. S. Putra, "***SISTEM PENUNJANG KEPUTUSAN PENERIMAAN KARYAWAN BARU DENGAN ALGORITMA GREEDY,***" Jurnal Visualika, vol. 6, no. 2, pp. 154-160, 2020.
- [6] N. K. Dewi, I. Mulyana, A. S. Putra and F. R. Radita, "***Konsep Robot Penjaga Toko Di Kombinasikan Dengan Pengendalian Virtual Reality (VR) Jarak Jauh,***" IKRA-ITH INFORMATIKA: Jurnal Komputer dan Informatika, vol. 5, no. 1, pp. 33-38, 2020.
- [7] N. K. Dewi and A. S. Putra, "***Decision Support System for Head of Warehouse Selection Recommendation Using Analytic Hierarchy Process (AHP) Method,***" Prosiding International Conference of Universitas Pekalongan, pp. 1-12, 2021.
- [8] N. K. Dewi and A. S. Putra, "***LAW ENFORCEMENT IN SMART TRANSPORTATION SYSTEMS ON HIGHWAY,***" Proceedings International Conference on Education of Suryakencana 2021, pp. 321-326, 2021.
- [9] N. K. Dewi and A. S. Putra, "***Prosiding International Conference of Universitas Pekalongan,***" Prosiding International Conference on Education of Suryakencana 2021 (ICONNECTS 2021), pp. 321-326, 2021.
- [10] N. K. Dewi, . B. H. Irawan, E. Fitry and A. S. Putra, "***Konsep Aplikasi E-Dakwah Untuk Generasi Milenial Jakarta,***" IKRA-ITH INFORMATIKA: Jurnal Komputer dan Informatika, vol. 5, no. 2, pp. 26-33, 2020.
- [11] B. Givan, . R. Wirawan, D. Andriawan, N. Aisyah, A. and A. S. Putra, "***Effect of Ease And Trustworthiness To Use E-Commerce for Purchasing Goods Online,***" International Journal of Educational Research & Social Sciences (IJERSC), vol. 2, no. 2, p. 277–282, 2021.
- [12] M. S. Hartawan, A. S. Putra and A. Muktiono, "***Smart City Concept for Integrated Citizen Information Smart Card or ICISC in DKI Jakarta,***" International Journal of Science, Technology & Management, pp. 364-370, 2020.
- [13] T. Kuncara, A. S. Putra, N. Aisyah and V. Valentino, "***Effectiveness of the E-Ticket System Using QR Codes For Smart Transportation Systems,***" International Journal of Science, Technology & Management, vol. 2, no. 3, pp. 900-907, 2021.
- [14] A. S. Putra and . R. R. Fatrilia, "***Paradigma Belajar Mengaji Secara Online Pada Masa Pandemic Coronavirus Disease 2019 (Covid-19),***" MATAAZIR: Jurnal Administrasi dan Manajemen Pendidikan, pp. 49-61, 2020.
- [15] A. S. Putra and L. H. S. W. Harco , "***Intelligent Traffic Monitoring System (ITMS) for Smart City Based on IoT Monitoring,***" Indonesian Association for Pattern Recognition International Conference (INAPR) IEEE, pp. 161-165, 2018.
- [16] A. S. Putra, L. H. S. W. Harco , S. A. Bahtiar , T. Agung , . S. Wayan and H. K. Chu-, "***Gamification in the e-Learning Process for children with Attention Deficit Hyperactivity Disorder (ADHD),***" Indonesian Association for Pattern Recognition International Conference (INAPR) IEEE, pp. 182-185, 2018.
- [17] A. S. Putra, L. H. S. W. Harco , L. G. Ford , . S. Benfano and A. Edi , "***A Proposed surveillance model in an Intelligent Transportation System (ITS),***" Indonesian Association for Pattern Recognition International Conference (INAPR) IEEE, pp. 156-160, 2018.

- [18] I. Ramadhan, A. Kurniawan and A. S. Putra, "**Penentuan Pola Penindakan Pelanggaran Lalu Lintas di DKI Jakarta Menggunakan Metode Analytic Network Process (ANP)**," *IKRA-ITH INFORMATIKA: Jurnal Komputer dan Informatika*, vol. 5, no. 1, pp. 51-57, 2020.
- [19] R. Suryadithia, M. Faisal, A. S. Putra and N. Aisyah, "**Technological Developments in the Intelligent Transportation System (ITS)**," *International Journal of Science, Technology & Management*, vol. 2, no. 3, pp. 837-843, 2021.
- [20] V. H. Valentino, H. S. Setiawan, M. T. Habibie, R. Ningsih, D. Katarina and A. S. Putra, "**Online And Offline Learning Comparison In The New Normal Era**," *International Journal of Educational Research & Social Sciences (IJERSC)*, vol. 2, no. 2, p. 449–455, 2021.
- [21] V. Valentino, H. S. Setiawan, . A. Saputra, Y. Haryanto and A. S. Putra, "**Decision Support System for Thesis Session Pass Recommendation Using AHP (Analytic Hierarchy Process) Method**," *Journal International Journal of Educational Research & Social Sciences*, pp. 215-221, 2021.