



Analysis of Business Communications and Entrepreneurs Services towards Online Shop Sales (Case Study on Doggy Medan Online Shop on Instagram)

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ARTICLE INFO

ABSTRACT

Article history:

Received: Des 22, 2021

Revised: Jan 17, 2022

Accepted: Feb 28, 2022

Keywords:

Communication,
Services,
Sales

This study aims to determine the effect of communication and services on sales of Doggy_Medan. This type of research is explanatory research. The population in this study were all customer of Doggy_Medan which amounted to 152 customer. The sampling technique is to use a saturated sample where the entire population will be used as the research sample. In the study which will be distributed with questionnaires measured by a Likert scale. The data analysis used multiple linear regression analysis and the coefficient of determination as well as simultaneous test and partial test. The results showed that communication and services partially or simultaneously have a positive and significant effect on sales of Doggy_Medan. Based on the results of this study, the implications for management are to further improve communication and services.

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1. Introduction

The development of the globalization era is also marked by technological developments such as the internet which is now increasingly accessible to everyone and the provision of a better payment system will increasingly initiate a method of buying and selling using internet technology which is generally referred to as online shopping electronic commerce (e-commerce). commerce) which in terminology means the distribution, purchase, sale, marketing of goods and services through electronic systems such as social media, online sites, or other computer networks. E-Commerce is also a new invention that can make it easy for all people to shop or make transactions 24 hours a day from various places, distances and unlimited times.

Doggy_Medan is an online shop that is engaged in selling doggy and also currently growing in selling other pets such as snakes, cats, iguanas, fish, and others. The large opportunity to make a profit when selling pets has made many entrepreneurs flock to open the same business. This of course causes intense competition among entrepreneurs. In addition, with the increasing number of places to make purchases, it certainly makes consumers have more choices of places to make purchases and causes a decline in some entrepreneurs. One of them is Doggy_Medan where for some time, its sales are considered to continue to decline because usually in a day, Doggy_Medan can sell one to two pets, but for now Doggy_Medan can only sell three days to five days for a pet. pets. This, of course, has a bad impact on Doggy_Medan because the income he gets is decreasing day by day. Based on the observations made, the decline in sales was judged to be due to the influence of the communication and services provided by Doggy_Medan where the owner's communication was still not good so that it often made consumers switch to other competitors (because they thought the owner could not know the wishes of the consumer). On the other hand, the owner is also considered unable to see the opportunities in front of his eyes and throw away consumer confidence. In the end, when consumers want to repurchase, they don't want to be explained by the owner again because the consumer is not confident in the owner's ability to explain the sale properly, such as the procedures for keeping good animals so that they are kept healthy and well. The service problem that occurs is that consumers perceive that Doggy_Medan is still not reliable in providing services such as being slow in responding to consumers or



often using impolite language because it is considered rude by consumers. This of course makes consumers feel offended and unappreciated so that in the end they make consumers decide not to make purchases again.

Based on the background of the problem that the researcher has described above which makes researchers interested in researching with the title "Analysis of Business Communication and Entrepreneurial Services Against Online Shop Sales (Case Study on Doggy_Medan Online Shop on Instagram.)"

2. Method

2.1 Location and Time

The research was conducted at Doggy_Medan which is located at Jalan Mojopahit No. 2D, Medan. The research time is planned from October 2021 to January 2022.

2.2 Population and Sample

The population in this study were all customer of Doggy_Medan which amounted to 152 customer. The sampling technique is to use a saturated sample where the entire population will be used as the research sample.

2.3 Data Collection Method

Collecting data through a questionnaire is done by asking questions to parties related to the problem. To assess respondents' responses, the author uses the Likert scale which uses several question items to measure individual behavior by responding to 5 choice points on each question item.

2.4 Validity and Reliability Test

The data obtained needs to be tested for its accuracy and reliability so that the results of data processing can be more precise and accurate. Therefore, it is necessary to know how high the validity and reliability of the measuring instrument (instrument) used.

Based on the research, each variable of the questionnaire item that was tested for validity, all the questionnaires had met the valid criteria and were eligible to be used as a questionnaire in further research. While in reliability test, all variable questionnaire item is reliable and can be used as research instrument.

3. Result and Analysis

3.1 Normality Test

The residual normality test is used to test whether the residual value resulting from the regression is normally distributed or not. A good regression model is to have residuals that are normally distributed. There is some method to do the normality test such as histogram graphic, normal probability plot of regression graphic and one sample Kolmogorov Smirnov statistic.

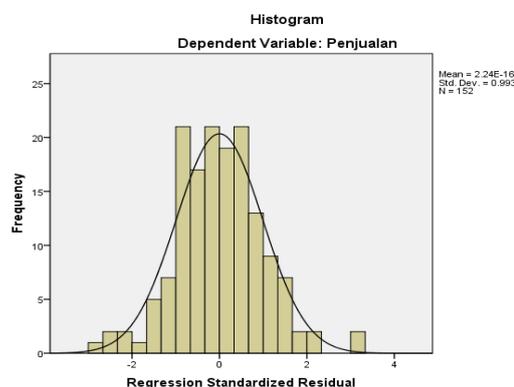


Fig 1. Histogram Graphic

Based on the picture above, it can be seen that the line forming a bell, not going left or right. This shows that the data is normally distributed and meets the assumptions of normality.

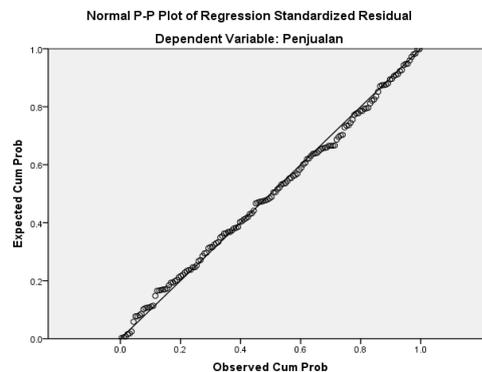


Fig 2. Normal Probability Plot of Regression Graphic

Based on the picture above, it shows that the data (dots) spreads around the diagonal line and follows the diagonal line. So from this figure it is concluded that the regression model residuals are normally distributed.

Table 1
One-Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		152
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.56541230
Most Extreme Differences	Absolute	.049
	Positive	.049
	Negative	-.045
Kolmogorov-Smirnov Z		.610
Asymp. Sig. (2-tailed)		.851

a. Test distribution is Normal.

b. Calculated from data.

Source: Research Result, 2021

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significant value is greater than 0.05, namely 0.851, it can be concluded that the data is classified as normally distributed.

3.2 Multicollinearity Test

Multicollinearity is a condition in the regression model where there is a perfect or near perfect correlation between independent variables where a good regression model should not have a perfect or nearly perfect correlation between the independent variables. The commonly used test method is to look at the Tolerance and Variance Inflation Factor (VIF) values in the regression model where the VIF value is less than 10 and has a Tolerance value of more than 0.1.

Table 2
Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Communication	.853	1.172
Services	.853	1.172

a. Dependent Variable: Sales

Source: Research Result, 2021

Based on the table above show that all the variables have a tolerance value more than 0.1 and VIF value less than 10 which can be concluded that there is no problem found in multicollinearity test.

3.3 Heteroscedasticity Test

Heteroscedasticity is a condition where in the regression model there is an inequality of variants from the residuals from one observation to another where a good regression model does not occur heteroscedasticity.

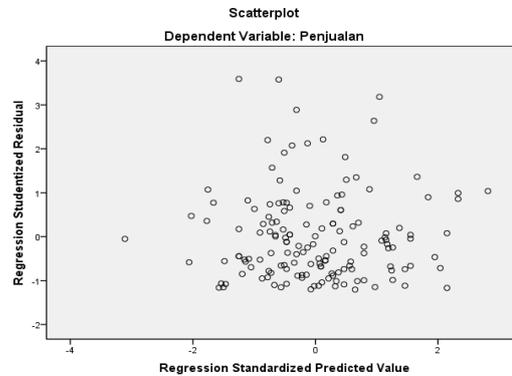


Fig 3 Scatterplot Graphic

Based on the scatterplot graph presented, it can be seen that the dots spread randomly and do not form a clear pattern and are spread either above or below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict sales based on the input of the independent variable.

3.4 Multiple Linear Regression Analysis

Multiple regression analysis is an analysis to determine whether there is a significant influence between two or more independent variables on one independent variable.

Table 3
Multiple Linear Regression Analysis Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.406	1.142		6.482	.000		
	Communication	.471	.067	.432	7.041	.000	.853	1.172
	Services	.404	.057	.436	7.098	.000	.853	1.172

a. Dependent Variable: Sales
Source: Research Result, 202

$$Sales = 7,406 + 0,471 Communication + 0,404 Services + e \tag{1}$$

Based on the above equation, then: Constant (a) = 7.406. This means that if the independent variable, namely communication and services is 0, then the sales at Doggy_Medan is 7.406. Where if there is an improvement in communication, there will be an increase in sales by 0.471. Likewise with services where if there is an improvement in the services, the sales will increase by 0.404.

3.5 Coefficient Determination

Analysis of determination or also called R Square symbolized by R² is used to determine the magnitude of the influence of the independent variable (X) together on the dependent variable (Y) where the smaller the coefficient of determination, this means the effect of the independent variable (X) on the dependent variable (Y) is getting weaker. Conversely, if the coefficient of determination is closer to number 1, then the effect of the independent variable on the dependent variable is getting stronger.

Thus, if coefficient determination is 0, this indicates that there is no percentage contribution of influence given by the independent variable to the dependent variable. However, if the coefficient of determination is 1, then there is a contribution that the independent variable gives to the dependent variable is perfect.

Table 4
Coefficient Determination Test
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722 ^a	.521	.514	2.583

a. Predictors: (Constant), Services, Communication

b. Dependent Variable: Sales

Source: Research Result, 2021



Based on the table above, the value of the R Square coefficient of determination is 0.521. This shows that the variable ability of communication and services explains the effect on sales at Doggy_Medan by 52,1%. While the remaining 47,9% is the influence of other independent variables not examined in this study such as price, quality, promotion and others.

3.6 Simultaneous Hypothesis Test (F Test)

F test or regression coefficient test is used to determine whether simultaneously the independent variable has a significant effect on the dependent variable. In this case, to find out whether simultaneously the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 5%. The criteria for evaluating the hypothesis in this F test are:

H_0 Accepted if: $F_{count} < F_{table}$,

H_a Accepted if: $F_{count} > F_{table}$

Table 5
ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1080.158	2	540.079	80.975	.000 ^a
Residual	993.782	149	6.670		
Total	2073.941	151			

a. Predictors: (Constant), Services, Communication

b. Dependent Variable: Sales

Source: Research Result, 2021

Based on the table above, it is found that the value of F_{table} (3.06) and significant $\alpha = 5\%$ (0.05), namely F_{count} (80.975) and sig.a (0.000a). This indicates that the results of the study accept H_a and reject H_0 . Comparison between F_{count} and F_{table} can prove that simultaneously communication and services have a significant effect on sales at Doggy_Medan.

3.7 Partially Hypothesis Test (t Test)

The t test or partial regression coefficient test is used to determine whether partially the independent variable has a significant effect on the dependent variable or not. In this case, to find out whether partially the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 0.05 and a two-sided test. The criteria for evaluating the hypothesis in this t test are:

H_0 Accepted if: $t_{count} < t_{table}$

H_a Accepted if: $t_{count} > t_{table}$

Table 6
Coefficient Test

Model	t	Sig.
1 (Constant)	6.482	.000
Communication	7.041	.000
Services	7.098	.000

a. Dependent Variable: Sales

Source: Research Result, 2021

Based on the table above, it can be concluded that communication and services partially have a positive and significant effect on sales at Doggy_Medan which can be seen at the t_{count} is greater than t_{table} (1.976) and the significant is less than 0,05.

4. Conclusion

The conclusions that researchers can draw from the results of this study are as follows:

- a. The results of the partial test calculation obtained that work disicipline has a positive and significant influence on sales at Doggy_Medan can be seen from the t_{count} value of 7.041 > t_{table} of 1.976 and a significant value of 0.000 < 0.05.
- b. The results of the partial test calculation obtained that services has a negative and significant influence on sales at Doggy_Medan can be seen from the t_{count} value of 7.098 > t_{table} of 1.976 and a significant value of 0.000 < 0.05.



- c. The results of the test calculation together obtained that communication and services have a positive and significant influence on sales with the value of F_{table} (3.06) and significant $\alpha = 5\%$ (0.05), namely F_{count} (80.975) and sig.a (0.000a). This indicates that the results of the study accept H_a and reject H_0 . Comparison between F_{count} and F_{table} can prove that simultaneously communication and services have a significant effect on sales at Doggy_Medan.
- d. The value of the R Square coefficient of determination is 0.521. This shows that the variable ability of communication and services explains the effect on sales at Doggy_Medan by 52,1%. While the remaining 47,9% is the influence of other independent variables not examined in this study such as price, quality, promotion and others.

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