The Influence of Online and Offline Sales at Marina Bakoel Klambi Shop

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ABSTRACT

The current level of intense business competition forces businesspeople to continue trying to maintain their operations and compete to achieve predetermined goals. Now, selling products involves more than just offline sales or so-called traditional sales, but also utilizing information technology. Toko Marina Bakoel Klambi is faced with the problem of sales methods. Whether to stay focused on traditional methods or use information technology in the present, this study uses quantitative methods using multiple linear regression analysis in software in the form of SPSS 25 tools. Based on the results of the analysis at the 0.05 significance level, it shows that sales so far have a significant effect on the level of sales. Conversely, it can be proven that offline sales do not influence the level of sales. In addition, in the simultaneous significance test offline and during sales have a significant impact on the number of sales. So, in this case, the comparison of sales at Toko Marina Bakoel Klambi in terms of time is more useful for sellers in boosting sales.

1. INTRODUCTION

Creating excellent value for customers and distributing goods that can satisfy customers while achieving the company's market goals and objectives are components of the marketing system (Budianto, 2015). Marketing is a system for communicating with customers or potential buyers as well as creating price value and distributing goods. According to Stanton (Tambajong, 2013) he explains that it is a system of business operations created to plan, price, promote, and distribute products in a way that is adequate to meet customer needs and assist organizations in achieving their goals.

Marketing is divided into two categories, namely offline marketing (outside the network) and online marketing (within the network). Online sales can be summarized as a collection of activities to find an item that is useful for providing personalized service to customers using computer media that can be connected to the internet network (Safitri and Dewa, 2020). Making it easier for customers or prospective buyers to make sales transactions. This reasoning leads to the conclusion that online sales are practices in which objects are sold using the intermediary of the internet media, without ever meeting physically between the seller and the buyer. Selling directly in an offline sales setting allows businesses to make purchases from them directly.

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The practice of selling directly to customers to obtain purchases through direct interaction is known as offline selling. In this traditional deal, the buyer can directly get clarification of the goods from the merchant about the goods to the buyer nearby, and the seller can also convince the buyer directly about the nature of the products offered and provide good support to the buyer. This should be done to interest potential customers in the offer and increase sales.

Utilizingopment of the internet today has changed the way to do business, so that by utilizing digital social media it can make it easier for sellers to make buying and selling transactions by promoting and placing advertisements through TikTok applications, Facebook, Instagram, WhatsApp, and so on. So that the wider community can find out about the marketing information of these products which will affect the level of sales of goods (Ana et al., 2021). However, if the seller still conducts offline or conventional sales it will affect the sales level as well because the wider community will find it difficult to find out the location and information about the store.

Currently, Toko Marina Bakoel Klambi's sales focus more on offline sales because customers can come directly to the store to buy the items they need and get direct service from the seller. However, there are many sales problems both online and offline that arise during its implementation. Problems that usually arise during sales are items purchased that do not meet specifications, such as the wrong size, picture, or color. In addition, items of interest are usually not available or empty. Meanwhile, the problem that occurs in offline sales is usually that the store is too busy on its own and does not think about the best service to potential buyers, so some buyers must wait for the packaging process to be completed, and usually the level of buyer interest does not match the items that have been offered by the seller. However, with customers or prospective buyers coming to the store directly, it can make it easier to choose goods that suit the needs of the buyer.

Clothing sales occur both online and offline every month. Sellers can then compare which sales strategy has the greatest impact on sales and is the most popular. Due to the high demand for goods, research on the impact of offline and online sales on sales levels allows sellers to compare which method is superior and influences sales levels. Therefore, researchers will examine what online and offline sales include, how online sales and offline sales are implemented and what is the percentage of online and offline sales at Toko Marina Bakoel Klambi.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Consumer behavior

A change in consumer behaviour is a shift in the choices, inclinations, or actions that people or groups make when selecting and utilizing goods and services. Research on consumer behaviour frequently looks at variables that affect change. such as fashion, technology, individual tastes, culture, and more (Hosta and Zabkar, 2021). Online product browsing, comparison shopping, and purchases are becoming more popular among consumers. The way that retail establishments interact with their customers and adapt their sales strategies is significantly impacted by this.

Online and Offline Sales Strategy

Research (Zwanka and Buff, 2021) shows that offline sales are shifting to online and even multichannel models. These tactics include components such as online-offline synchronization, loyalty programs, and customization of the shopping experience using customer information. Programs for customer engagement are specifically used to make

customers feel important, boost loyalty, and enhance the customer experience, all of which increase business success (Verhoef, Reinartz and Krafft, 2010).

H1: There is a significant difference in the implementation of online sales and offline sales at Toko Marina Bakoel Klambi.

H2: There is a significant difference in the percentage of online and offline sales at Toko Marina Bakoel Klambi.

3. RESEARCH METHOD

This research uses quantitative research methods, each of which has specifications that are systematic, planned, and structured (Firdaus, 2021). This research only focuses on the impact of sales, both online sales and offline sales on sales at the Bakoel Klambi Marina Store located in Rambipuji District, Jember Regency, East Java.

Researchers use the type of primary data whose data comes directly from the object under study either individually or directly through methods such as interviews and other similar methods. Sales reports from Toko Marina Bakoel Klambi in Rambipuji District are an additional source of primary data for this research. Meanwhile, interviews with shop owners used in this observation method are a form of direct field data collection.

The study used the SPSS 25 software program for multiple linear regression analysis during the data analysis process (Sugiyono, 2012). Given the consequences of the review at a significant level of 0.05, it is shown that the transaction on the transaction level has a fundamental effect, which can be shown that the value t_{count} and t_{tabel} are worth 6.350>1.833. While offline sales do not have an impact or influence on the level of sales can be proven that the t_{count} and t_{tabel} worth -3.742 > -1.833. And in the simultaneous significance test, online sales and offline sales have a significant impact or influence on the level of sales it can be proven that t_{count} and t_{tabel} are worth 34,715> 5,117. So, in this case, the comparison of sales at the Marina Bakoel Klambi Store online is more effective for sellers in increasing sales.

4. RESULTS

Overview of research results

This study explains how the level of sales at Toko Marina Bakoel Klambi is influenced by online sales and offline sales. The time period from July 2017 to June 2018 is the data used in this study. SPSS 25 software with multiple linear regression analysis methods is used to process this observation data as a data processing tool.

Online Sales at Marina Bakoel Klambi Store

Online sales are a type of sales activity that begins with finding consumers who will be considered by utilizing the internet network supported by a collection of electronic devices that function as a medium to connect to the internet network. The following table shows the change in sales at Toko Marina Bakoel Klambi from July 2017 to June 2018:

Table 1. Sales at Marina Bakoel Klambi Store:

Month	Online Sales (Pcs)	Offline Sales (Pcs)	Total Sales (pcs)
July 2017	550	770	1.320

August 2017	675	870	1.545
September 2017	625	605	1.230
October 2017	609	710	1.319
November 2017	745	795	1.540
December 2017	815	855	1.670
January 2018	565	776	1.341
February 2018	495	611	1.106
March 2018	527	598	1.125
April 2018	599	758	1.357
May 2018	685	832	1.517
June 2018	825	1.615	2.440

Source: processed

Online sales data shows price fluctuations from July 2017 to June 2018, with sales dropping from 815 to 565 in January 2017. In addition, monthly sales at Marina Bakoel Klambi store increased from March to June 2018.

Offline sales at Toko Marina Bakoel Klambi experienced price fluctuations from July 2017 to June 2018, with sales dropping from 815 to 565 in January 2017. In addition, online sales at Toko Marina Bakoel Klambi experienced an increase from March to June 2018.

While total sales there are two events to determine the level of sales, namely based on the value of products sold (sales profit) or the number of units of products sold. Data from June 2017 to June 2018 the level of sales at Toko Marina Bakoel Klambi fluctuates depending on the increase or decrease in sales of goods. From August 2017 to September 2017 there was a decrease from 1,545 products down to 1,230 products sold. However, from February to June 2018 there was an increase every month.

Data Analysis Results

Normality Test

The normality test aims to ascertain how a variable to be used in research distributes data. Decent and good information used in research is information that has a typical distribution. Data distribution is said to be normal if the significance level is greater than 0.05. However, the data cannot be normally distributed if the significance value is less than 0.05. As a result, researchers can use the SPSS 25 program and quantitative methods such as multiple linear regression analysis to determine whether the data is normally distributed or not. The following table displays the calculation results:

Table 2 Normality Test

Variables	Unstandardized Residual
Sales Level (Y)	0,200

Asymp. Sig. (2-tailed)   *Source: SPSS25*

Judging from the consequences of the normality test in Table 2, using the One-Sample Kolmogorov-Smirnov Technique shows that the residual value of the dependent variable and the independent variable in the number of samples (N) of 12 is 0.002. Therefore, the information from this study is often outstanding because the residual value is more prominent than the significance of 0.05 (0.200> 0.05). Thus, it can be concluded that the data used in this study are useful, normally distributed, and effective to use.

Multicollinearity Test

The multicollinearity test is expected to see if there is a disturbance in the information where multicollinearity occurs if there is a relationship between independent factors. Therefore, this test is carried out to ensure that the data is free from multicollinearity errors. If the test results have multicollinearity problems, the data is excluded from the multicollinearity test if the tolerance value is greater than 0.1 or the Variance Inflation Factor (VIF) value is less than 10. The accompanying results are made in the table below:

Table 3 Multicollinearity Test Results

Variables	Tolerance	VIF
Online Sales (X_1)	0.940	1,064
Offline Sales (X_2)	0,940	1,064

The tolerance value is intended to show the extent of the truly legitimate error rate and the inflation factor value which shows the size of the standard deviation squared expansion factor. The explanation of each independent variable by the other independent variables is indicated by these two measures.

Tolerance values above 0.1 and VIF values below 10 indicate that there is no correlation between the online and offline sales variables based on the test results above. Therefore, the independent variables of the regression model do not indicate multicollinearity.

Autocorrelation Test

The autocorrelation test can be used to test whether the multiple linear regression model has a relationship between the residual quality in period t and the residual value in the previous period (t-1). The Durbin-Watson value of the regression results and the Durbin-Watson table can be used to see if there is autocorrelation in a study. If the value du < dw < 4 - du, it means that there is no autocorrelation. The following are the results of the data processing below:

Table 4 Autocorrelation Test Results

Durbin - Watson
1,831

The Durbin-Watson value is 1.831 as shown in table 4. From the DW table with the meaning of 0.05 and how much information (N) is 12 and k = 2, the value dl is worth 0.8122 and du is worth 1.5794 and 4-dw is worth 2.169. Thus, it can be described as follows:

If 4-dw > du (2.169 > 1.5794) then it can be said that there is no negative autocorrelative. And if dw > du (1.831 > 1.5794) then it can be said that there is no positive autocorrelation. Therefore, it can be concluded that there is neither negative nor positive autocorrelation in this regression analysis. As a result, there is absolutely no autocorrelation.

a)   Heteroscedasticity Test

The heteroscedasticity test recognizes whether there is a deviation from the traditional assumption of heteroscedasticity, or at least that there are inconsistent residual fluctuations for all perceptions in the regression model. The absence of heteroscedasticity symptoms is one of the conditions that a regression model can fulfill. Figure 1. illustrates this:
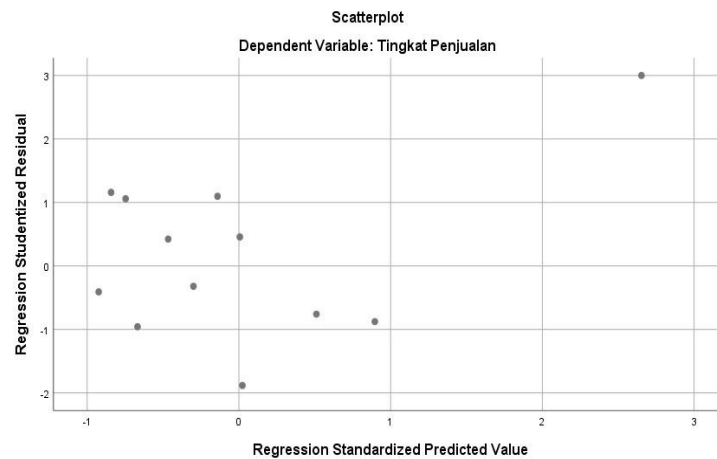
Figure 1. results of the heteroscedasticity test

Based on the above figure, it can be observed that the dots spread above and below 0 on the Y-axis, creating an ambiguous pattern. Therefore, it can be concluded that the regression model has no heteroscedasticity problem.

Multiple Linear Test Results

Analyzing the impact of independent variables on the dependent variable is done with the help of a model known as linear regression, which uses linear regression parameters. This study aims to use multiple regression analysis, which is used to determine whether or not there is a functional relationship between the independent variable (X) and the dependent variable (Y) or the effect of two or more predictor variables on the criterion variable.

This study uses multiple regression analysis to determine the effect of offline and online sales. The various checks in this exploration are useful for determining the impact during offline sales and online sales on sales levels. The formula for multiple regression can be found as follows:

$Y = a + b_1X_1 + b_2X_2 + e$
$Y = 0.368 + 0.002 X1 + (-0.001 X2) + e$
Where:
Y   : Sales Level X_1: Online Sales
A   : Constant X_2: Offline Sales
b_1b_2 : Regression Coefficient   e: Standard Error

Table 5 Multiple Linear Regression Test Results

Variables	Prediction	B	T_{count}	Significance	info
(Constant)		0,368	1,229	0,250	
Level Sales (Y)					
Online Sales (X_1)		0,002	6,305	0,000	
Offline Sales (X_2)		-001	-3,742	0,005	
R Square	**= 0,885**				
Adjusted R	**= 0.860**				
F Count	**= 34,725**			**Sig = 0.005**	

The following regression equation can be explained as a result of calculations performed with SPSS version 25. The value of online sales (X_1) to the sales level (Y) is 0.002 and the value of offline sales (X_2) to the sales level (Y) is 0.001. The offline sales variable behaves the other way around. When sales occur, the increase results in a decrease in sales. This is because customers assume that offline sales made at Toko Marina Bakoel Klambi have an impact on price increases and cause lower sales levels, while in the online sales variable, assuming the imagination of online sales, the sales level during will be higher.

This test plans to assess the regression model of independent factors that have a large or not large influence on the dependent variable with a significance level of α= 5%. The parameter significance test table (t-test) is as follows:

Table 6 Parameter Significance Test (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.368	.299		1.229	.250
Online Sales	.002	.000		6.305	.000
Offline Sales	-.100	.000	-.436	-3.742	.005

The following are the results of the calculation of the regression coefficient t as shown in Table 6: a). The significance level for the online sales variable (X_1) is 0.000 because the t_{count} with a value of 6.305 is greater than t_{tabel} 1.833 (6.305 > 1.833. Ho is rejected and Ha is accepted because the significance limit is less than 5%. Thus, the first hypothesis is accepted which shows that online sales (X_1) have a significant effect on the level of sales (Y). b). The t value for the offline sales variable (X_2) is 3.742 which has a significance level of 0.005 and is higher than the value of t_{tabel} of 1.833 (-3.742> -1.833). If the significance level is less than 5% use a limit of 0.05. Then Ho is accepted, and Ha is rejected. Therefore, the first hypothesis of this study has not been established which shows that offline sales (X_2) have no significant effect on the level of sales (Y).

Table 7 Simultaneous Significance Test (F Test)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.218	2	.609	34.725	.000[b]
	Residuals	.158	9	.018		
	Total	1.376	11			

    i. Dependent Variable: Sales Level
    ii. Predictors: (Constant), Offline Sales, Online Sales

The F_{count} value of 34.725 will be compared with the F_{tabel} value with a significance level of 5%, which is 5.117. If the $_{calculated}$ F value is greater than the F_{tabel} value (34.725 > 5.117), then H_o is rejected and accepted, this indicates that the sales level of Toko Marina Bakoel Klambi is significantly influenced by both online and offline sales.

The purpose of the determination test as shown in the expenditure table below is to determine the degree of relationship between the independent variables, namely offline sales, and online sales at the sales level.

Table 8 Determination test results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.941[a]	.885	.860	.132441	1.833

    1   Predictor: (Constant), Online Sales, Offline Sales
    2   Dependent Variable: Sales Level

Based on Table 8, it can be obtained that the correlation coefficient value between the online sales factor and the offline sales factor with the sales level simultaneously is 0.885. From this table, it can be obtained that this research model can explain variations in the sales level by 88.5% and the remaining 11.5% is interpreted by other elements not included in the model.

Discussion

Offline sales to sales levels at Bakoel Klambi Marina Store

The results of this study prove that offline sales do not affect the level of product sales at Toko Marina Bakoel Klambi. In other words, the rise and fall of the sales level will not be affected by the increase or decrease in offline sales. With a significance level of 0.005, the t value for variable X_2 (offline sales) of -3.742 is greater than the t value of -1.833 (-3.742 > -1.833). If the significance is less than 5% using a limit of 0.05, Ho is accepted and Ha is rejected. Therefore, the first hypothesis of this study has not been established which shows that offline sales (X_2) have no significant effect on the level of sales (Y). This suggests that interrupted deals don't benefit sellers in expanding deals because offline sales require more employees, more capital, less market reach, and limited selling time.

Online Sales to increase sales at Marina Bakoel Klambi Store

The results of this study prove that online sales affect the level of product sales at Toko Marina Bakoel Klambi. In other words, an increase or decrease in online sales impacts the level of product sales at Toko Marina Bakoel Klambi. The F_{count} value based on the t test output is 34.725. This value is then compared with the value of F_{tabel} with a significant level of 5% obtained from the results of 5.117. Because the value of F_{hitun} g is greater than the value of F table (34.725 > 5.117), Ho is rejected, and Ha is accepted. This shows that the level of sales at Toko Marina Bakoel Klambi is significantly influenced by both online sales and offline sales. Online sales can make it easier for potential buyers to find the desired product and compare it with other similar products before buying, and buyers can order wherever they are without having to meet the seller in person. This shows that sales are quite effective for sellers in increasing sales. In this case, it can be concluded that increased labour and capital are not the most significant factors that lead to economic improvement. Technological advancement, improved skills and labor sensitivity are the most significant factors. So that in this online sales can have a positive impact on sales volume.

The effect of online sales and offline sales on sales levels at Toko Marina Bakoel Klambi.

Based on the research findings on the level of online sales and offline sales at Toko Marina Bakoel Klambi, it show positive results, which means that online sales have a big influence on increasing sales. In this study, the offline sales variable (X_2) is more supportive of the product sales level (Y) at the Marina Bakoel Klambi Store than the online sales variable (X_1). This can be seen in the regression coefficient test results which have a value of 0.002 for online sales and -0.001 for offline sales. Based on the observations that have been made. Toko Marina Bakoel Klambi promotes its products first at offline sales locations rather than

online sales locations to encourage customers to shop there rather than wait for sales at offline sales locations.

5. CONCLUSION

The following conclusions can be drawn from research on the impact of offline sales and online sales on product sales levels: *first*, The results showed that the sales level variable was significantly affected by the online sales variable. Therefore, during online sales it is effective to increase sales because it allows customers to order products from wherever they are and allows potential buyers to compare products before making a purchase, making the purchase more convenient and adaptable. *Second*, The results show that the sales level variable is not significantly affected by the offline sales variable. In this case, buyers or customers do not receive poor service from sales due to offline sales. So it does not affect the sales level at all. Finally, All independent variables include online sales and offline sales simultaneously. At Toko Marina Bakoel Klambi, the variable that has the greatest influence on sales levels is online sales. The regression coefficient value is higher than offline sales.

Toko Marina Bakoel Klambi to increase the speed of uploading product photos to online sales because online sales can attract potential buyers widely regardless of where they live. For the Marina Bakoel Klambi Store to improve the system for implementing online and offline sales so that it can innovate to develop business in its shop. What also needs to be done and considered is offline sales to improve business facilities, namely service to customers, seating and fans so that when customers are looking for the products they need, they can get good service and also not overheat in the store.

LIMITATION

The sample of Marina Bakoel Klambi stores included in this study may not be an accurate reflection of the overall retail sector. Therefore, similar stores in various places or with different characteristics may not be able to immediately apply the study's findings. To examine the data in this study, quantitative techniques were applied. While these techniques offer useful information, qualitative or mixed techniques may be able to offer a more comprehensive picture of the relationship between online and offline sales. This research is limited to the Marina Bakoel Klambi store, so results may be affected by geographic, demographic, or social conditions specific to that location.

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