The Influence Of E-Commerce, Product Quality And Buying Interest On Sales Levels On Enzo Stone

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ABSTRACT

E-Commerce, product quality and buying interest are things that affect the level of sales at Enzo Stone. Good product quality is the expectation of all consumers. Enzo Stone has a target market for consumers who have an interest in buying natural stone. The use of e-commerce and Good product quality will help the level of sales in Enzo Stone. This study aims to determine the influence of e-commerce, product quality and buying interest on sales levels and using quantitative research methods by taking samples is by collecting samples in the form of kuesione on the goggle form which will be carried out when consumers come to Enzo Stone to buy goods. The population to be used is 100 samples taken from consumers who have purchased goods at Enzo Stone.Several regression research test liners are used as analytical tools to find out how they affect between indentent and dependent variables. The results of this study show that E-Commerce, Product quality and Buying Interest have a significant effect on the Level of Sales on Enzo Stone. R Square's result after conducting the study was 11.2%.
Keywords: E-Commerce, Product Quality, Buying Interest, Sales Rate

INTRODUCTION

Nowadays, many people like the beauty, uniqueness, quality and usefulness of an item because it really attracts many people, especially in circles who have high and unique tastes, as well as a financial level that can be said to be sufficient to have the item such as goods that have long durability, good goods in terms of quality and shape of the goods. At the present time, many people prefer items that are step by step because these items are items that have a high selling value and high aesthetic value. Many young entrepreneurs are vying to make product innovations that have high aesthetic value. It can be seen from the development of the times that have been increasingly advanced, so that the sale of unique products is easier to do such as online sales platforms (Shopee, TokoPedia) which are places for online transactions that are in great demand by many people. One of the products that are in great demand by people who love uniqueness and aesthetics is natural stone. Natural stone is a stone of natural origin, which is formed because it goes through the process of magma crystallization, sedimentation, metamorphosis, so that various forms occur such as igneous rocks, sedimentary rocks and metamorphic rocks. Natural stone is a natural object composed of a collection of earth's crust that is densely fused or scattered.

Natural stone is usually used as a material in carrying out building construction such as in a house, workplace or company, place to eat such as a café or restaurant. Natural stone has a natural impression and a decorative appearance, so this is one of the reasons people choose this material and it is mostly used in home decoration. Natural stone itself has many types of stones such as granite, marble and natural stone. This type of stone also has different uses, uniqueness, beauty and quality so that many

people are very careful in choosing the stone to be used because many stones are very alluring in the eyes of people and become want to be owned. Natural stone was originally a stone that has a large size and will be produced into medium-sized stones such as the size of 1 meter x 2 meters. After the product becomes a medium stone size, the stone will be used as a wall decoration, inner floor, outer floor, terrace floor in the house.

At present, many entrepreneurs are opening natural stone businesses because they are in great demand by people in the upper class. The price of this natural stone can also be said to be a fairly high price. One of the entrepreneurs who has many types of natural stone, as well as having the quality of very good products is the company Enzo Stone. Enzo Stone is a company that has many types of stones and is in great demand by people because it has different quality stones. Enzo Stone produces natural stone with a size that is generally 1 meter x 2 meters. Natural stone derived from Enzo Stone can be used in carrying out the construction of buildings such as walls and floors at home, at work, in restaurants. The stone produced can also be worn in forms of various shapes.

Enzo Stone has E-Commerce like a website created by the company itself, where the company displays ready-made natural stone items, for example such as dining tables, lounge tables, work tables, seating, trays, ashtrays and flower pots. The quality of natural stone products is one of the attractions that make people want to own the item because of the beauty and uniqueness that is different from other stones and not all stones have the same beauty and uniqueness. Enzo Stone will make consumers have an interest in buying goods online by beautifying the design there are photos of goods on the website and doing promotions so that people can find out there are companies that sell goods such as dining tables and others at Enzo Stone. The purpose of the entrepreneur to open a natural stone business is that the business owner knows that there are very few factories that produce natural stone because they must have a high level of responsibility regarding the stone to be imported by the factory and the risks in cutting stones that must be careful. Potential consumers, usually will buy natural stone to decorate the house on the outside and on the inside of the house.

Table 1. Enzo Stone Sales Data

Year	Number of Consumers	Number of Sales
2019	218	IDR 2.032.487.342
2020	112	IDR 3.521.170.757
2021	173	IDR 4.416.172.522

The sales level on Enzo Stone from year to year has increased and in table 1 is the Enzo Stone Sales Data. Data shows that in 2019 he earned IDR 2,032,487,342, in 2020 he earned IDR 3,521,170,757 and in 2021 earned IDR 4,416,172,522. Enzo Stone's income is increasing when the use of E-Commerce. The reason why researchers conducted research on Enzo Stone is to find out the level of sales before and after the existence of E-Commerce such as websites, Tokopedia and Shopee.

LITERATURE REVIEW

E-Commerce
According to Kotler, Philip & Amstrong (Principles of Marketing), E-Commerce is an online channel that a person can reach through a computer that has been used by business people in carrying out their business activities and is used by consumers to obtain information using the help of a computer which in the process begins with providing information services to consumers in making choices.
The indicators obtained according to Wirdasari Dian, (E-commerce Technology in Business processes), in the form of :

1. Marketing : the process of preparing an integrated communication aimed at providing information regarding goods or services in relation to satisfying human needs and desires
2. *Sales* : purchase of something (goods or services) from one party to another by obtaining a monetary change from that party
3. *Payment* : repayment by the debtor to the creditor for the sale transaction of both parties

Product Quality
According to Kotler, Philip & Kevin Lane Keller (Marketing Management), Product Quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs.
The indicators obtained according to Fandy Tjiptono (Service, Quality & Satisfaction), in the form of:
1. *Performance*/Kinerja : basic operating characteristics of the purchased core core product
2. *Features*/Fitur tambahan : secondary or complementary characteristics
3. *Reliability*/Reliabilitas : less likely to be damaged or fail to use
4. *Confermance to specifications*/Kesesuaian dengan spesifikasi : the extent to which the design and operating characteristics meet predetermined standards.
5. *Durability*/Daya Tahan : relating to how long the product can be used
6. *Serviceability* : speed, competence, comfort, ease of repair and satisfactory handling of complaints
7. *Esthetics*/Estetika : the attractiveness of the product to the five senses
8. *Perceived Quality*/Kualitas yang dipersepsikan : the image and reputation of the product and the company's responsibility towards it

Buying Interest
According to Kotler and Keller (Marketing Management (Second Volume)), consumer behavior that appears in response to the object indicates the customer's desire to make a purchase.
The indicators obtained according to Ferdinan, in the form of:
1. Transactional Interests : a person's tendency to buy products
2. Referential Interests : the tendency of a person to refer the product to others
3. Preferential Interests : indicates the behavior of a person who has the main preference for the product
4. Exploratory Interests : shows the behavior of a person who is always looking for information regarding the product in demand and is looking for other products that will support the positive properties of the product.

Sales Level
According to Kotler (Principles of Marketing Management), goods are sold in the form of money for a certain period of time and in it have a good service strategy.
The indicators obtained according to Kotler (Principles of Marketing), in the form of :
1. Price, according to Alma, is an attribute inherent in an item, which allows the item to meet needs and satisfy consumers (*satisfaction*) (Zulkifli)
2. Promotion, according to Swastha and Irawan (Modern Marketing Management), a one-way flow of information or persuasion created to lead a person or organization to actions that create exchange in marketing
3. Quality, according to Gaspersz (Quality Management. Jakarta), the totality of the features and characteristics possessed by the product that is able to satisfy consumer needs

4. Distribution Channel, according to Sunyoto (Basics of marketing management), a path through which the flow of goods from producers to intermediaries passes and eventually reaches the user of the
5. Product, according to Kotler & Keller (Marketing Management), everything that can be offered to the market to satisfy a desire or need, including physical goods, services, experiences, events, people, places, property, organizations, information and ideas.

Here's a picture that explains that there is a relationship between all variables :
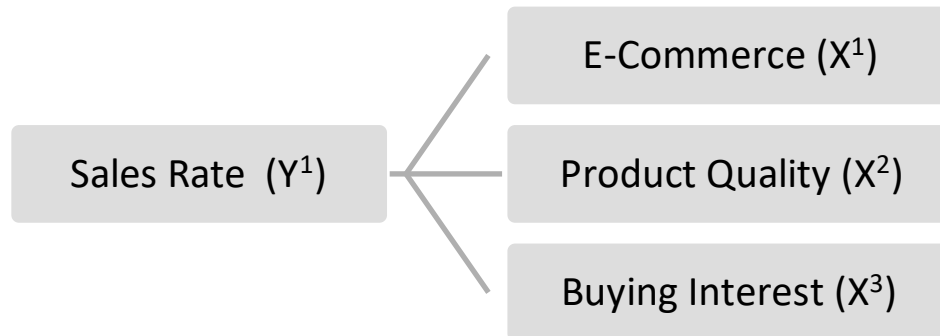

Figure 1. Variable Order

In Figure 1 the Variable Frame shows that E-Commerce, Product Quality and Buying Interest are very influential on the Sales Level at Enzo Stone.

The following is hypothesis testing :
H1 There is an influence of E-Commerce on the
H2 Sales Level There is an influence of Product Quality on the
H3 Sales Level There is an influence of Buying Interest on the Sales Level

RESEARCH METHOD

In this study, the formula method used was the Slovin Formula, namely n = N / (1 + (N x e2) where in the first time using 30 samples. The technique in collecting questionnaire data is to use Google Form and distribute it to consumers who have already purchased goods at Enzo Stone. The data analysis technique in this study is quantitative data analysis technique which is a data management technique where the data is numeric data and focuses on its quantity and does not require an explanation of every short answer given by the respondent. This type of research method is a research method using quantitative descriptive. Questionnaires as a research tool for collecting data. Quantitative Research Method is a research method that relies on the philosophy of positivism, the purpose of using this method is to conduct research on a certain population or sample by collecting data that utilizes research instruments. In this study, the influence of independent variables on dependent variables, namely E-Commerce (X1), Product Quality (X2), Buying Interest (X3) and Sales Level (Y1). According to Sugihartono, quantitative methods are based on the philosophy of positivism used to study a specific population or sample using data collection. The sampling in this study was consumers who shopped at Enzo Stone. The measurement scale used is the Likert scale.

RESULTS AND DISCUSSION

Determining a sig test survey should be done if the item can be used correlation coefficient with a sig level of 0.05% meaning that one item is considered valid if it correlates the sig with the total score of the item. If the value is positive and the rhitung > r tabel, the item can be declared valid and If the r calculate value < r tabel, the item can be declared invalid. Since the indigo r of the table can be checked on the table r with df = n-2 at the level of 5% sig. (n) is the number of samples, up to 30, then the minimum correlation value is 0.361. The results of the coefficient of determination test with 6,480 consumers and 100 respondents will be used as a research sample of 100 answers selected to conduct this study and show that the data has results of 11.2% on E-Commerce, product quality and interest, while 88.8% is indicated by other variables.

Tabel 2. Hasil Uji Validitas

No	Pernyataan	Pearson Correlation	Korelasi	Keterangan
E-Commerce (X1)				
1	Enzo Stone has a website to display the products sold	0.530	0.361	Valid
2	The website created by Enzo Stone is very easy to access	0.369	0.361	Valid
3	Consumers can see the photos of the products on the Enzo Stone website clearly	0.623	0.361	Valid
4	Consumers can make transactions easily on E-Commerce websites that are already available	0.508	0.361	Valid
5	Consumers can search for information about the company and products on the website easily	0.484	0.361	Valid
Product Quality (X2)				
6	Enzo Stone has a product with good quality and durability	0.566	0.361	Valid
7	Enzo Stone products can be used as decorations in homes, cafes or for rewards	0.588	0.361	Valid
8	The products made have different sizes in each product design	0.387	0.361	Valid
9	The product used is a very safe product for consumers	0.408	0.361	Valid
10	Products that have been displayed for a long time, still have the beauty of a new product	0.385	0.361	Valid
Buying Insterest (X3)				
11	The company recommends products suitable for consumers	0.462	0.361	Valid
12	Consumers have a habit of buying products related to nature	0.488	0.361	Valid
13	Consumers are recommended by other consumers or designers who have already purchased the product	0.563	0.361	Valid

14	Many consumers choose natural products because of the uniqueness of their own products	0.455	0.361	Valid
15	Consumers have an interest in buying products with repeats and different forms	0.464	0.361	Valid
Sales Rate (Y1)				
16	With the Enzo Stone website, the level of sales has increased	0.380	0.361	Valid
17	The level of sales of Enzo Stone is influenced by the cooperative relationship between the company and the architects or designers	0.415	0.361	Valid
18	Enzo Stone introduces a new product that is highly targeted by many consumers	0.564	0.361	Valid
19	Enzo Stone issues a price that matches the quality of the product	0.542	0.361	Valid
20	The service provided to consumers is very good	0.434	0.361	Valid

In table 2. The Validity test above shows that the Pearson Total Correlation has a value greater than the Correlation value in the form of 0.361 so that the results of the questionnaire statement are valid.

In decision making there is a reliability test, categories such as:
1. Cronbach's alpha < 0.6 = poor reliability
2. Cronbach's alpha 0.6 – 0.79 = acceptable reliability
3. Cronbach's alpha 0.8 = good reliability

Table 3. Reliability Test

Variable	Cronbach's Alpha Grades	Reliability Value	Criteia	Conclusion
E-Commerce	0.666	0.361	Cronbach's Alpha Grades > Reliability Value	Reliable
Product Quality	0.645	0.361	Cronbach's Alpha Grades > Reliability Value	Reliable
Buying Interet	0.640	0.361	Cronbach's Alpha Grades > Reliability Value	Reliable
Sales Rate	0.607	0.361	Cronbach's Alpha Grades > Reliability Value	Reliable

In table 3. The reliability above, it was identified that the data has valid variables and has been proven by all statement items that have a greater recalculation and positive values.

Normality Test Analysis P Plot :
N = 100 means the number of samples 10
Kolmogorov-smirnov value of 0.103 and sig value = 0.103 (sig 0.103 > 0.05) then the study data is normally distributed

Table 4. Multi Linear Regression Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	24.919	3.599		6.925	.000		
E-Commerce	-.067	.099	-.069	-.681	.497	.998	1.002
Product Quality	-.141	.095	-.151	-1.494	.138	.992	1.008
Buying Interst	.031	.079	.040	.393	.696	.991	1.009

a. Dependent Variable: Sales Rates

Tolerance value of 0.998, then it means that there is no multicholinearity
Vif value of 1,002 < 10.00, then it means that there is no multicholinearity

Sales Rate = 24.919 – 0.067 E-Commerce – 0.141 Product Quality + 0.031 + Buying Interest

The constant 24,919 statistics interpreted that the sales rate is 24,919 when there is no value for E-Commerce, product quality, buying interest and sales level. The regression coefficient for the E-Commerce variable (X1) is -0.067, indicating an increase in the E-Commerce variable by one unit will increase sales Up 0.067. If the regression coefficient is positive, E-Commerce with a positive sales rate, means that the growth of E-Commerce can affect the sales level of Enzo Stone. The regression coefficient of -0.141 for the product quality variable (X2) is an increase of 1 on the product quality variable increasing the sales rate by 0.141. If the regression coefficient is negative, the influence of product quality on sales is negative or increases to a constant of 24, 919. If there is no value for E-Commerce, product quality, buying interest and statistically interpreted sales rate, then sales are 24,919. The regression coefficient for the E-Commerce variable (X1) is -0.067 indicating that an increase of 1 in the E-commerce variable resulted in an increase in sales up 0.067. If the regression coefficient is positive, E-Commerce with a positive sales rate, means that the growth of E-Commerce can affect the sales level of Enzo Stone. The regression coefficient for the product quality variable (X) is -0.141 indicating that an increase of 1 in the product quality variable increased sales by 0.141. The negative regression coefficient affects the quality of the product the level of sales is negative or increases in another direction. This means that the improvement of product quality will not affect the sales of Enzo Stone. The regression coefficient for the buying interest variable (X3) of 0.031 indicates a sales rate of 0.031. If the regression coefficient is positive, then the willingness to buy affects sales. Increasing in a positive direction or the same that there is buying interest can affect the sales level of Enzo Stone in several ways. The improvement in product quality does not affect the sales level of Enzo Stone. The regression coefficient for the buying interest variable (X3)

of 0.031 indicates that an increase of 1 buying interest increases the sell rate by 0.031. If the regression coefficient is positive, then the willingness to buy affects sales. Increase in a positive or equal direction. This means that the increase in buying interest can have an impact on the sales of Enzo Stone.
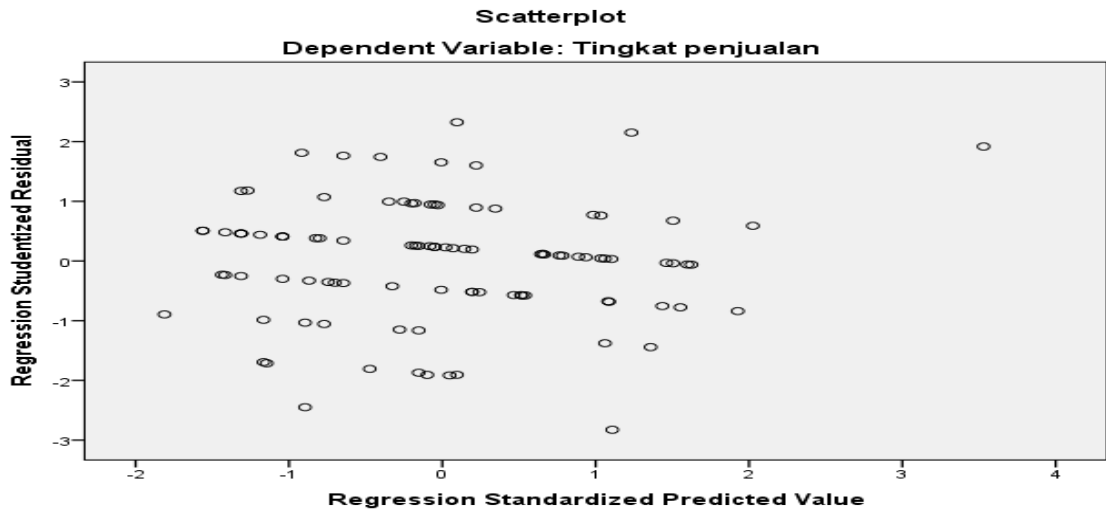

Figure 2. Heteroskedasticity

Heteroskedasticity Test Analysis : There is no heteroskedasticity because the points spread randomly and are scattered both and below the number 0 on the Y axis

Table 6. Multiple Linear Regression

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	25.289	4.467		5.662	.000		
X1	-.177	.121	-.141	-1.461	.147	.957	1.045
X2	-.379	.114	-.319	-3.311	.001	.963	1.038
X3	.404	.164	.243	2.467	.015	.923	1.084

a. Dependent Variable: Y1

In Multiple Liner Regression, the numbers to be taken to calculate are unstandardized Coefficients B X1 -0.117, X2 -0.379, X3 0.404.
Multiple linear regression test analysis :
Y = a + b1.x1 + b2.x2 +b3.x3
  = 25.289 -0.177 – 0.379 +0.404

Analysis:
1.   Constants
Based on the equation the value of the constant obtained is 25,289 which means that if the Sales Rate under study is "constant"
2.   Regression Coefficient E-Commerce (B1)
Based on the equation of the regression coefficient the Sales Rate obtained is 0.177
3.   Regression Coefficient Product Quality (B2)
Based on the equation of the sales rate regression coefficient of 0.379
4.   Koefisien Regresi Minat beli (B3)

Based on the equation of regression coefficient The sales rate is 0.404

Test T Tabel = (a/2 ; n-k-1)
        = (0,025 ; 100-3-1)

Test Hipotesis T Tabel
1. First Hypothesis Testing (H^1)
    It is known that the Sig value for the influence of X1 on Y1 is 0.497 < 0.05 and the calculated t value is -0.681 > t table is 1.98498 so it can be concluded that H1 is accepted which means that there is an influence of X1 (E-Commerce) on Y1 (Sales rate)
2. Testing the second Hypothesis (H^2)
    It is known that the Sig value for the influence of X2 on Y1 is 0.138 < 0.05 and the calculated t value is -1.494 > t table 1.98498 so it can be concluded that H2 is accepted which means there is an influence of X2 (Product quality) on Y1 (Sales Level)
3. Third Hypothesis Testing (H^3)
    It is known that the Sig value for the influence of X3 on Y1 is 0.696 < 0.05 and the calculated t value is 0.040 > t table 1.09498 so it can be concluded that H3 is accepted which means there is an influence of X3 (Buying Interest) on Y1 (Sales rate)

Tabel 7. Test F Tabel

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	45.501	3	15.167	5.177	.002^b
	Residual	281.249	96	2.930		
	Total	326.750	99			

a. Dependent Variable: Y1
b. Predictors: (Constant), X3, X2, X1

Test F Tabel = (k ; n-k)
        = (3 ; 100-3)
        = 2.70

Analysis of F table
Based on the anova table above, it can be concluded that the sig value of 0.002 < 0.05 and F counts 5.177 > f of the table 2.70. Thus it can be concluded that this multiple regression model is worth using and the independent variables that include E-Commerce, product quality and Buying Interest have a simultaneous influence on the dependent variables Sales rate.

Table 8. Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.373^a	.139	.112	1.712

a. Predictors: (Constant), X3, X2, X1
b. Dependent Variable: Y1

Based on the output above, it is known that the value of R Square is 0.139 and the Adjusted R Square value is 0.112, this means that the simultaneous influence of X1, X2 and X3 on Y1 is 11.2%.

After taking a series of steps to find out how much impact the variables E-Commerce, Product Quality and Buying Interest on The Level of Sales on Enzo Stone, it shows that the result of the three variables on other variables is 11.2%. The results of this data collection were taken from 6,480 consumers.

CONCLUSION

This research shows that E-Commerce and Product Quality greatly influence the demand for purchase and the level of sales. The purpose of this study is to find out whether the presence of E-Commerce, Product Quality carried out by the company can increase buying interest and sales levels in the company. Research entitled The Influence of E-Commerce, Product Quality and Buying Interest on Sales Levels at Enzo Stone, shows that it was created by the company with the aim of increasing the level of sales by luring consumers by making good quality goods, exhibited on E-Commerce websites so that consumers' buying interest in goods becomes high.

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Pengaruh Digital Marketing Terhadap Minat Beli Konsumen Pada Marketplace Tokopedia

Pengaruh E-Commerce Terhadap Tingkat Penjualan Pada Toko Omcoll Second Store

Pengaruh Kualitas Produk, Harga Dan Kualitas Pelayanan Terhadap Kepuasaan Konsumen Pada PT. Air Manado

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