

# The Effect Of Ease Of Application And Ease Of Payment In Online Sales To Increase Sales

Arman Syah Putra<sup>1\*</sup>, Dismita Citra Dewi<sup>2</sup>, Hendi Kariyanto<sup>3</sup>, Murlita<sup>4</sup>, Risdianto<sup>5</sup>

<sup>1</sup>Faculty of Computer, STMIK Insan Pembangunan, Banten, Indonesia

<sup>2,4,5</sup>Faculty of Sharia Banking, Sekolah Tinggi Ekonomi dan Bisnis, Kota Pagar Alam, Indonesia

<sup>3</sup>Faculty of Tarbiyah, Sekolah Tinggi Ilmu Tarbiyah, Kota Pagar Alam, Indonesia

\*Corresponding author:

Email: armansp892@gmail.com

---

## Abstract

*The background of this research is to find out how to increase sales by using a new method, namely the online sales method. With this method, the writer wants to know what variables can affect the sales increase variable. Therefore, the variables raised in this writing are: the ease of using the application variable and the convenience variable in paying for the online purchase system with these variables it is known what variables influence in order to improve sales of a product online. The method used in this study is to use quantitative methods using survey tools. Carried out to 100 sellers who sell their products online, therefore the results of the data obtained will be real data in the field so that they can find out whether these variables affect the increasing variables n rate of sales made online. The problem raised in this study is how to determine a variable that can affect other variables. The variables raised in this study are the variable ease of using the application and the variable convenience in your payment to increase sales made online. The purpose of this study is to find out how to increase sales of a product or service with an online sales method system. Therefore, the author wants to know what variables affect online sales in order to increase sales of a product or service.*

**Keyword :** *Ease of Application, Ease of Payment, Online Sales, Increase Sales.*

---

## I. INTRODUCTION

The development of digital technology has developed very much, especially in the era of the Covid 19 pandemic today, with the Covid 19 pandemic, everything is going online so that prevention of the spread of the Covid-19 virus can be avoided with limitations, so the economic system must continue to run many ways that The economy continues to run as usual, one of which is by means of Online, with Online media, buying and selling will continue even though in the midst of the current Covid 19 pandemic, with Online, sellers and buyers can be met even though not face to face, Online is a market that is created virtually so that buying and selling can occur even with various limitations [1].The system that has now been created has greatly helped the development of Online in Indonesia with the presence of marketplaces such as Bukalapak, Tokopedia, Blibli, Lazada and so on, with many emerging marketplaces, transactions in the economic sector will increase every year, especially in 2020 and 2021 now due to mass pandemic covid 19, so many transactions will be carried out online because of limited markets that cannot be visited by the public as usual. Therefore Online sales is growing very rapidly in Indonesia today because almost every community has used smartphone technology which is a medium used for Online transactions with the number of smartphones used, the technology used will be more and more done online and people will be able to become smart people in a smart city [2].The research problem in this paper is how to find out what variables affect the online sales system so that it can increase sales of products and services sold online. Therefore, knowing these variables will be able to help business owners to correct mistakes made previously. To increase sales of the products they sell [3].

The research method used in this study is a quantitative method using survey tools conducted to 100 marketplace users who use online media as a medium for buying and selling transactions. The quantitative method was chosen because it is the right method for conducting research based on field data and processed with

SPSS. so as to get new data that provides answers to existing research problems so that it can be the basis of research for the future [4]. This research produces new data that can be known what variables can influence in increasing sales of a product or service that is carried out online. Online and can be used as future research [5]. One of the greatest inventions in world history is the internet, which can connect all distant worlds to be close, with internet technology then all systems will be connected into one and can help many fields. with other countries throughout the world with this, the marketing system which was initially only in one country will be distributed throughout the world without any limitations of space and time, therefore the economy of a country can rise through the economy by using internet media in the field of buying and selling [6]. The change in the concept of sales since the COVID-19 pandemic has been felt by the whole world, especially in the direct selling system with internet media, namely with online media which causes all transactions to be carried out remotely so that buying and selling can be carried out from anywhere and anytime, not limited to a country. The existence of a sales system can increase with interest between one country and another so that it can market products throughout the world [7]. Website is a medium that is used to inform a product of goods or services to the whole world. With a website, the product or service can be promoted to the maximum and can be seen by many people, especially around the world because by using internet media the expansion of the marketing system will be more adequate because can be purchased by buyers from all over the world [8].

Making android based applications is very necessary because with this media it can help spread information, especially in the economic field in the field of buying and selling goods, with applications, promotions in the marketplace can be uploaded and marketed throughout the world [9]. Knowing the existence of a payment system that uses electronic money, the payment system has changed a lot, which previously used paper money, many used electronic system payment methods which were considered easier and could assist customers in making payments quickly so that transactions that previously took a long time could be done quickly with this, sales will be able to increase and can make sales turnover far from what is usually obtained so that profits are obtained by sellers who make sales with transaction media using electronic money [10]. Many methods are used to increase sales, one of which is media promotion which is carried out through advertising on social media, on advertising media, on WhatsApp media, and others with this method of promotion it will automatically require costs in carrying out the promotion, therefore the method of increasing This sale requires very large costs because promotion is one of the most important parts of a company so that people can know the products or services provided to the community from a company [11]. Online sales method during this pandemic, it is highly recommended by all parties because with this online sales method, buying and selling transactions can still be carried out even though the seller and buyer do not meet in person so that transactions without seeing the goods and can make payments with electronic money. This online sale will continue to grow in the future which is considered to help sales significantly so that sales turnover increases and can survive in today's population [12].

## II. METHOD

The method used in this research is to use quantitative methods by conducting a survey to 100 marketplace users who use the marketplace as a medium to help increase sales of the products or services they offer by using quantitative methods, it will be able to know what is happening in the field and can get real data and will be able to fix things that are not directly at the core of the research [13]. This study uses 100 marketplace users, especially sellers who make sales on the marketplace so that it can be seen the problems that exist in the existing marketplace so that they can increase sales [14]. This research has a place that is one of the marketplaces on the market. Therefore, this process is a place of research so that it can be known whether the seller in marketplaces can increase sales by using an online system that is carried out on the market list [15]. This study uses SPSS software which is used to process data after having obtained data, based on a survey conducted to 100 marketplace users research this time [16].

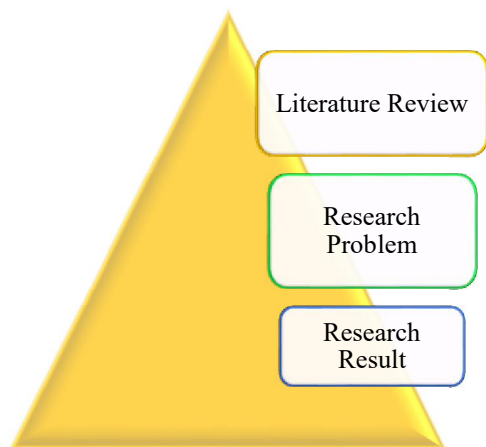


Fig 1. Research Method

III. RESULT AND DISCUSSION

Based on Figure 2 below, it can be explained that hypothesis 1 is there a relationship between the ease of application and increased sales, then hypothesis 2 is there a relationship between ease of payment and increased sales, then hypothesis 3 is there a relationship between online sales and increased sales, from the three hypotheses, the data will be processed and will produce new data.

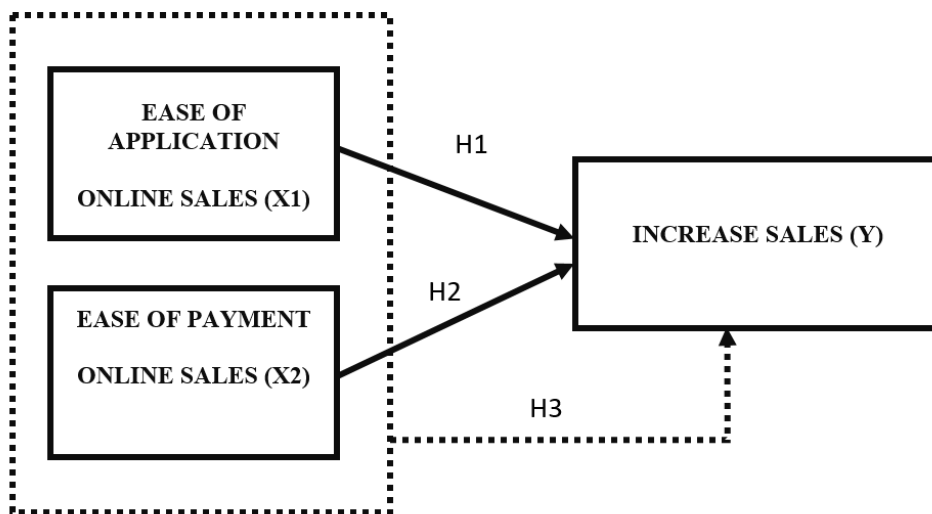


Fig 2. Hipotesis Model

Table 1. Questions on the survey conducted on 100 people

No	Questions	Variable
1	Ease of Installing Applications	X1
2	Ease of Use of the Application	X1
3	Ease of Application Adaptation	X1
4	Ease of Searching for Items	X2
5	Ease of Goods Transaction	X2
6	Ease of Payment of Goods	X2
7	Sales Increase Due to Multiple Application Usage	Y
8	Ease of Searching for Items Makes Purchases Increase	Y
9	Sales Increase Due to Cheap Items	Y
10	Sales Increase Due to Complete Information	Y

## 1. Multiple Linear Regression Analysis

### a. Regression Equations

**Table 2.** Recapitulation of the Results of Multiple Linear Regression Analysis

Variable	Unstandardized Coefficients
Ease of Application	2,298
Ease of Payment	0,634
Increase Sales	0,513

*Source: The Results of Data Processing*

Based on table 2 above, the value of the Unstandardized Coefficients for each variable is as follows, the value of the Ease of Application variable has an Unstandardized Coefficients value of 2.298, the value of the Ease of Payment variable has an Unstandardized Coefficients value of 0.634, the value of the Increase Sales variable has an Unstandardized Coefficients value of 0.513.

### b. Koefisien Determinasi (R<sup>2</sup>)

**Table 3.** Correlation and Determination Coefficients

Dependent Variable	Independent Variable	R	R Square	Adjusted R Square
Y	X1 & X2	0,9 32	0,534	0,565

*Source: The Results of Data Processing*

Based on table 3 above, there are 2 variables, the independent variable (Y) and the dependent variable (X1 and X2) which have an R value of 0.9 (X1) and an R value of 32 (X2), then have an R Square value of 0.534 and produce an Adjusted value. R Square 0.565, which means it has a relationship between the dependent variable and the independent variable.

### c. Hypothesis Testing

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

**Table 4.** F / Simultaneous Test

Dependent variable	Independent Variable	F Count	F Table 0,05	Sig.F	decision on H0
Y	X1 & X2	55,389	1,498	0,003	Ditolak

*Source: The Results of Data Processing*

Based on table 4 above, there are 2 variables, the independent variable (Y) and the dependent variable (X1 and X2) which have an F Count value of 55.389, an F Table value of 1.498, a Sig.F value of 0.003, the value of decision on H0 is Rejected, which means the relationship very significant exceeding 55.3% and has a hypothesis which means there is a significant relationship.

#### c.2 Hipotesis II (t test / Parsial)

**Table 5.** t / partial test results

Variable	t	Sig.
X1	3,546	0,002
X2	5,365	0,002

*Source: The Results of Data Processing*

Based on table 5 above, there are 2 variables, the dependent variable (X1 and X2) which has a t value in the X1 variable is 3.546 and has a t value in the X2 variable is 5.365, then the X1 variable has a significant value of 0.002 and the X2 variable has a significant value of 0.002 which means that the two variables affect the independent variable, and have a significant effect.

## 2. Discussion of Research Results

a. Hypothesis 1 is there a relationship between ease of application between increased sales (H1)

Based on the results of testing hypothesis 1 (H1), it can be concluded that there is a significant relationship between Ease of Application and Increase Sales, which means that if an application is easy to use, it can increase sales significantly.

b. Hypothesis 2 is there a relationship between ease of payment between increased sales (H2)

Based on the results of testing hypothesis 2 (H2), it can be concluded that there is a significant relationship between Ease of Payment and Increase Sales, which means that if an application is easy to make payments, it can increase sales significantly.

c. Hypothesis 3 is there a relationship between online sales and increased sales (H3)

Based on the results of testing hypothesis 3 (H3), it can be concluded that there is a significant relationship between Online Seles and Increase Sales, which means that if a sale is made online, it can increase sales significantly.

## 3. Descriptive Analysis

a. Ease of Application Variables (X1)

Based on the results of the above data processing based on the Ease of Application variable data obtained, it can be concluded that the Ease of Application variable data significantly affects the Sales Increase variable.

b. Ease of Payment Variables (X2)

Based on the results of the above data processing based on the Ease of Payment variable data obtained, it can be concluded that the Ease of Payment variable data significantly affects the Sales Increase variable.

c. Variable Sales Increase (Y)

Based on the results of the above data processing based on the Ease of Application variable data and the Ease of Payment variable data obtained, it can be concluded that the Sales Increase variable data is significantly affected by the Ease of Application variable and Ease of Payment variable data.

## IV. CONCLUSION

Based on the results of data processing above, it can be concluded that the ease of using the application can significantly affect the level of sales of a product and the ease of payment can also significantly affect sales, then the online sales system can also affect the sales of a product and service. Above are variables that affect the level of sales of a product, especially with the online sales system, future research by using other variables that can be replaced in order to know the shortcomings of selling an item online in order to increase the profits of a product and service so that it can increase 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] A. . F. Lamaya, R. Vikaliana, A. S. Putra and N. Aisyah, "The Influence of Price, Quality and Model on Clothing Sales Levels with E-Commerce Media," *International Journal of Educational Research & Social Sciences*, vol. 2, no. 3, pp. 464-470, 2021.
- [3] 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.
- [4] 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.

- [5] N. K. Dewi and A. S. Putra, "Perkembangan Gamification dan Dampak Game Online terhadap Jiwa Manusia di Kota Pinter DKI Jakarta," *Jurnal Informatika Universitas Pamulang*, vol. 5, no. 3, pp. 315-320, 2020.
- [6] 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.
- [7] 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.
- [8] 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.
- [9] 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.
- [10] 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.
- [11] 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.
- [12] 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.
- [13] 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.
- [14] D. P. Irianto, A. S. Putra, N. Aisyah, V. Valentino and M. Siahaan, "THE EFFECT OF THE COVID 19 VIRUS AND ONLINE LEARNING ON ENGLISH SUBJECTS IN JUNIOR HIGH SCHOOL," *Journal of Innovation Research and Knowledge*, vol. 1, no. 2, pp. 131-136, 2021.
- [15] D. Prasetyo, . R. R. Prayogi, I. Rahmawati and A. S. Putra, "The Effect of the Covid 19 Virus and Online Learning on English Subjects in Elementary Schools," *International Journal of Educational Research & Social Sciences*, vol. 2, no. 3, pp. 488-493, 2021.
- [16] 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.
- [17] 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.
- [18] 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.
- [19] 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.
- [20] 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.
- [21] . 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.
- [22] 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.
- [23] A. S. Putra, H. Ludiya, N. Aisyah and B. S. Prasetyo, "INFLUENCE OF PRICES OF GOODS AND PROMOTIONAL MEDIA FOR E-COMMERCE SALES PLANNING SYSTEMS," *Journal of Innovation Research and Knowledge*, vol. 1, no. 3, pp. 249-254, 2021.
- [24] A. F. Lamaya, R. Vikaliana, A. S. Putra and N. Aisyah, "The Influence of Price, Quality and Model on Clothing Sales Levels with," *International Journal of Educational Research & Social Sciences*, vol. 2, no. 3, pp. 464-470, 2021.

- [25] S. A. S. Putra and Y. Novembrianto, "TEKINFO Vol. 22, No. 1, April 2021| 100Sistem Manajemen Pelayanan Pelanggan Menggunakan PHP Dan MySQL( Studi Kasus pada Toko Surya )," *TEKINFO*, vol. 22, no. 1, pp. 100-116, 2021.
- [26] S. P. A. S. Iswiyanti, D. Parulian, A. S. Putra and N. Aisyah, "New Technology in Automated Vehicles to Improve Passenger Safety," *International Journal of Educational Research & Social Sciences*, vol. 2, no. 3, pp. 536-541, 2021.
- [27] D. . P. Irianto, A. . S. Putra, N. Aisyah, V. Valentino and M. Siahaan, "THE EFFECT OF THE COVID 19 VIRUS AND ONLINE LEARNING ON ENGLISH SUBJECTS IN JUNIOR HIGH SCHOOL," *Journal of Innovation Research and Knowledge*, vol. 1, no. 2, pp. 131-136, 2021.
- [28] A. S. Putra, D. H. Oktaviani, W. Sari and L. Apriani, "The Influence of the Covid 19 Virus and Online Learning on the Education System for Islamic Subjects," *International Journal of Educational Research & Social Sciences*, vol. 2, no. 3, pp. 476-481, 2021.
- [29] . 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.
- [30] W. Sundara, R. A. Haryati, S. A. Rachmat, A. S. Putra and N. Aisyah, "EFFECT OF HUMAN RESOURCES AND BUDGET IN PROJECT RISK MANAGEMENT FOR ENTERPRISE RESOURCE PLANNING SYSTEMS," *Journal of Innovation Research and Knowledge*, vol. 1, no. 2, pp. 125-130, 2021.
- [31] W. C. Sundara, R. A. Haryati, S. A. Rachmat, . A. S. Putra and N. Aisyah, "EFFECT OF HUMAN RESOURCES AND BUDGET IN PROJECT RISK MANAGEMENT FOR ENTERPRISE RESOURCE PLANNING SYSTEMS," *Journal of Innovation Research and Knowledge*, vol. 1, no. 3, pp. 125-130, 2021.
- [32] S. Rachmawati, U. Djaniar, A. S. Putra and N. Aisyah, "THE EFFECT OF THE COVID 19 VIRUS AND ONLINE LEARNING ON ENGLISH SUBJECTS IN SENIOR HIGH SCHOOL," *Journal of Innovation Research and Knowledge*, vol. 1, no. 3, pp. 435-440, 2021.
- [33] S. Rachmawati, A. S. Putra, A. Priyatama, D. Parulian, D. Katarina, M. T. Habibie, M. Siahaan, E. P. Ningrum, A. Medikano and V. Valentino, "Application of Drone Technology for Mapping and Monitoring of Corn Agricultural Land," *IEEE*, vol. 1, no. 1, pp. 1-5, 2021 .
- [34] A. S. Putra and N. K. Dewi, "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.