

The influence of e-commerce and public relations on sales at PT. Indonesian Property Map

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Article Info	ABSTRACT
Keywords: E-Commerce, Public Relations, Sales	PT Peta Property Indonesia is located on Jl. Sutrisno no. 54, Kotamatum III, District. Medan City, Medan City, North Sumatra 20211, Indonesia. PT Peta Property Indonesia operates as a distributor selling housing. The company was unable to achieve its housing sales target and sales tended to decline in September and October 2022. Employees also interacted less with consumers via telephone. During this pandemic, consumers reduced demand for housing so that the level of housing sales was low. The purpose of this study was to test and analyze e-commerce and public relations on sales at PT. Indonesian Property Map. The type of data used by researchers in this study are: quantitative data originating from the results of respondents' answers to the questionnaire. The population is 242 customers of PT. Indonesian property map. The sample is 71 customers of PT. Indonesian property map. Multiple linear regression is a linear relationship between two or more independent variables (X) and the dependent variable (Y). The result of this research is that E-commerce has an effect on sales at PT. Indonesian Property Map. Public relations have an effect on sales at PT. Indonesian Property Map. E-commerce and public relations have an effect on sales at PT. Indonesian Property Map.
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INTRODUCTION

Developments in the business world are currently increasingly rapid, the main goal of every company is to strive to support the company's survival and maximize company profits. Company owners or shareholders try to increase their profits. Increasing company profits is focused on funding decision making activities to obtain funds and selecting funds to be used to finance investments made. With the funds used to finance its investment, the company is able to improve the work performance of the resources it has and improve the quality of services, so that it can produce a higher value for consumers and competitiveness with similar services.

This company was founded with the aim of making a profit and employs a number of employees to participate in carrying out operational activities to achieve its goals. The employees employed have different work abilities from one employee to another.

Employee work ability can be measured from employee sales. Because sales are a tool to increase the company's success in running a business. Sales is the science and art of personal influence carried out by sellers, to persuade other people to be willing to buy the goods or services offered[1]. Sales targets are needed to determine sales activities such as the number of calls per day, achievement of daily sales targets and the number of product items sold. Sales targets are then used to determine sales areas[2].[3]Sales is the activity or business of selling products or services. So in the sales process, the seller or provider of goods and services gives ownership of a commodity to the buyer for a certain price.[4], also stated that the buying and selling process carried out via the internet is called E-commerce or electronic commerce.[5] *E-business* includes internal management activities of a company as well as coordination activities with suppliers and other business partners. So E-commerce is buying and selling goods or services via the internet. According to Ahmadi in[6] *e-commerce* is a buying and selling activity via the internet network where buyers and sellers do not meet directly, but communicate via the internet.

Public relations is a representative or spokesperson for the company. Public relations speaks on behalf of the company and is responsible for conveying company news. So basically, the function of public relations is to act as a liaison between company leaders and employees or the company and the community[7].[8]Public relations is a management function that assesses public attitudes, carries out policies and procedures (governance) of a person or organization on the basis of the public interest and carries out work plans to gain good understanding and recognition from the public. The definition of public relations is an effort to build and maintain good relationships between one another and public relations itself is part of the management function. Apart from that, public relations also has a very good function. If the public relations function runs well, it can develop the organization we lead[9].

PT Peta Property Indonesia is located on Jl. Sutrisno no. 54, Kotamatum III, Kec. Medan City, Medan City, North Sumatra 20211, Indonesia. PT Peta Property Indonesia operates as a distributor selling housing. The company employs a number of employees who carry out activities. This company's vision is to become a leading company that markets companies in the North Sumatra region by prioritizing providing maximum service quality to customers. This company's mission is to increase daily profits from the results of its operations. Based on the description above, researchers are interested in researching E-commerce and Public Relations on sales, with the title "The Influence of E-Commerce and Public Relations on Sales at PT. Indonesian Property Map."

METHOD

PT Peta Property Indonesia is located at Jalan Sutrisno No. 54 Kota Matsum 3, Medan Kota District, Medan City, North Sumatra, 20211, Indonesia. The research period starts from October 2022 to April 2023. The data collection techniques used are: questionnaires, interviews, documentation and literature study.[10], "Population is a generalization area consisting of subjects/objects that have certain quantities and characteristics which are used by researchers to study and then draw conclusions." The research population was

242 customers of PT. Indonesian property map. The sample was 71 customers of PT. Indonesian property map. The method used for collecting data is using field studies and literature studies. This questionnaire was distributed manually to PT customers. Indonesian property map. To measure perceptions and opinions in this research, researchers used a Likert Scale. [11]The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. [12]indicators of sales volume are price, promotion, product quality, distribution channels.

1. Price

The amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of having or using the product or service. There are several main elements in determining prices including list prices, discounts, rebates, and payment periods.

2. Promotion

Promotion is essentially all activities intended to convey or communicate a product to the target market, to provide information.

a. Promotional Messages

It is a benchmark for how well promotional messages are carried out and delivered to the market.

b. Promotion media

Is the media used by the company in carrying out promotions.

c. Promotion Time

This is the length of promotion carried out by the company.

3. Product quality

Quality products will indeed be more attractive to consumers, quality products have important aspects. These important aspects are as follows:

4. Performance

Performance is a characteristic of the operations and core products purchased. For example speed, ease and comfort in use.

5. Feature

Product features that complement the basic function of a product.

6. Reliability (product reliability)

The measure of the probability that a product will not experience damage or failure within a certain time period.

7. Conformation

The level of product conformity with established standards.

8. Distribution channel

Includes company activities to make products available to target consumers. In order to achieve the target for a product that will be ready to be marketed to the wider community, the product uses a facility called a distribution channel. Distribution is an activity carried out by a company to distribute, disseminate and convey the goods it markets to consumers.

[13]Ecommercehas several standard components that business transactions carried

out offline have and do not have, namely:

1. Products: Many types of products can be sold via the internet, such as computers, books, music, clothes, toys and so on.
2. Place to sell products (a place to sell): the place to sell is the internet, which means you must have a domain and hosting.
3. How to receive orders: email, telephone, SMS and others.
4. Payment methods: cash, check, bank draft, credit card, internet payment (eg PayPal).
5. Delivery method: delivery can be done via package, salesman, or downloaded if the product being sold allows for that (for example software).
6. Customer service: email, online form, FAQ, telephone, chat and others.

[14]Public relationsThe indicators contained in online promotions are:

1. A collection of questions along with answers that are often asked by consumers or commonly called frequently asked questions.
2. *Press center*
3. *Press release*.
4. Photo gallery
5. Register to receive e-newsletters
6. Testimonials or online guestbook.
7. Recommend this site to others.
8. *E-postcards*free or other forms of files that can be downloaded for free.

Research Model

The testing stages in this research went through several stages[15]The first is that the validity of the statement is tested, which is valid or an instrument that must have content validity refers to the extent to which the instrument reflects the desired content. Next, the second is to carry out a reliability test, which is a measure of the stability and consistency of respondents in answering things related to question constructs which are dimensions of a variable and are arranged in the form of a questionnaire. Third is the normality test which is to determine the normality of the data distribution. Fourth is the multicollinearity test, the aim of which is to determine whether there is an independent correlation. Fifth is the t-test where the aim is to determine the influence between variablesEcommerceon sales andPublic Relationson income. Next is the F-test whose aim is to find out the level of relationship between variablesEcommerceAndPublic Relationsto the sale. The final step taken was the coefficient of determination test R, the aim of which was to determine the level of influence between the variablesEcommerceAndPublic Relationsto the sale.

RESULTS AND DISCUSSION

Validation Test Results

Based on the resultsvalidity test, the calculated r results obtained from all statements were in the range 0.361 - 0.999, where $n = 30$, therefore the α level of 0.05 obtained r table = 0.360. Value (r-count) on the variableE-Commerceis in the range 0.478-0.867 in other

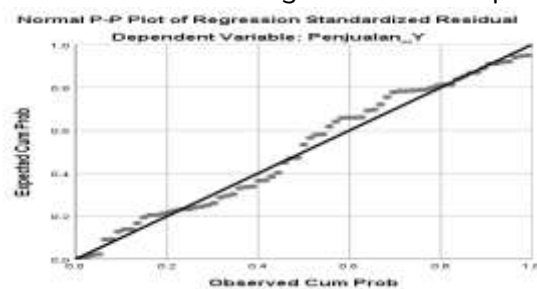
words that all 6 statements are valid, the variable Public Relations is between 0.427-0.801, in other words, all 8 statements are valid, and then the sales variable is between 0.664-0.879, meaning that the 4 statements are valid. This concludes that the statement can be used for the next test process.

R Test Results.reliability

Reliability testing functions to see the consistency and stability of a measurement scale. As for the reliability test criteria, if the Cronbach's Alpha value is > 0.70 , then the questionnaire items are reliable. E-commerce, Public Relations and sales are greater than 0.70. Thus, it can be concluded that all the variables above are: reliable.

Normality test

Normality results can be seen in the figure below. Graphically.



Normality Test

The image above shows the position of the points along the diagonal line which concludes that this regression model has met the assumption of normality of the data so the results will be in accordance with the classic assumption of a regression.

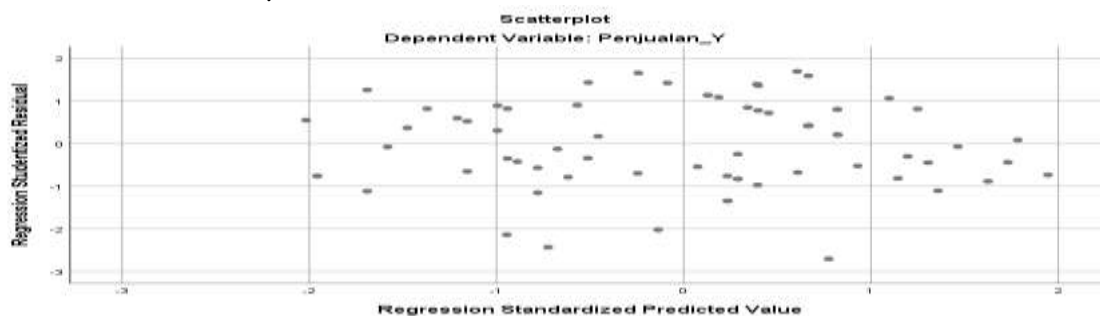
Test Multicollinearity

Multicollinearity Results

	Model	Collinearity Statistics		Information
		Tolerance	VIF	
1	(Constant)			
	ECommerce_X1	0.667	1,500	Non Multicollinearity
	PublicRelation_X2	0.667	1,500	Non Multicollinearity

The table above shows that the business capital variable, working hours has a VIF value < 10 with a tolerance > 0.1 . It can be concluded that the existence of multicollinearity was not found, in other words the equation does not affect the regression results at all.

Heteros Test,drasticity



Hetero Test,its originality

The image above shows that there is no clear pattern, the dots are scattered above and below the number 0 then at s, On the Y axis, there is no heteroscedasticity.

T test (partial)

Partial test results

Model	Coefficients ^a				t	.Sig.
	Unstandardized			Standardized		
	Co,efficients B	Std. Error		Coefficients Beta		
1 (Constant)	-1,889	1,518			-1,244	,218
X ₁ (E-Commerce)	,121	,060		,178	2,011	,048
X ₂ (Public Relations)	,492	,064		,686	7,744	,000

Based on the partial test calculations in the table above, it shows that The t-count value of the E-Commerce variable (X₁) of 2.011 has a positive and significant effect of 0.048 ($0.048 < 0.05$). H is accepted because tcount (2.011) > ttable(1.990) which means e-commerce has an effect on sales at PT. Indonesian Property Map. Supporting research results are [16] states that there is an influence of the E-commerce variable on the Sales variable. The calculated value of the public relations variable (X₂) of 7.744 has a positive and significant effect of 0.000 ($0.000 < 0.05$). H is accepted because tcount (7.744) > ttable(1.990) which means that public relations influences sales at PT. Indonesian Property Map. Supporting research results are [17] stated, public relations is the variable that has the smallest influence on increasing sales of Kawasaki motorbikes at PT. Diana Indonesia Makassar.

F test (simultaneous)

F sec test results, Simultaneous fig.

ANOVA ^a					
Model	Su,m of Squares	df	Mean Square	F	Sig.
1 Regression	368,934	2	184,467	61,490	,000b
Residual	203,996	68	3,000		
Total	572,930	70			

a. Depe,ndent Variable: Sales

b. Pre,Dictors: E-Commerce, public relations.

Calculated F value (61,490) is greater than the value of F table(nk) = (71-2-1=68) of 3.13, and sig.α (0.000a) is smaller than alpha 5% (0.05). Thus, the conclusion is Fcount > Ftable, namely 61,490 > 3.13 then the decision is that H₀ is rejected and H_a is accepted, meaning that e-commerce and public relations influence sales at PT. Indonesian Property Map.

Double linear

Multiple linear analysis

Model	Coefficients ^a			t	.Sig.
	Unstandardized		Standardized		
	Co,efficients B	Std. Error	Coefficients Beta		
1 (Constant)	-1,889	1,518		-1,244	,218
X ₁ (E-Commerce)	,121	,060	,178	2,011	,048
X ₂ (Public Relations)	,492	,064	,686	7,744	,000

$$Y = -1.889 + 0.121E\text{-Commerce} + 0.492 \text{ Public Relations} + e$$

Based on this equation it can be described as follows:

- Constant (a) = -1.889 This means that even though the independent variable (X), namely: E-commerce and public relations, has a value of 0.
- Coefficient X₁ (b₁) = 0.121. E-commerce variable on sales with a regression coefficient of 0.121. This means that every time there is an increase in the value of the E-commerce variable by 1 unit, the sales value will increase by 0.121.
- Coefficient X₂ (b₂) = 0.492. The public relations variable on sales has a regression coefficient of 0.492. This means that every time there is an increase in the value of the public relations variable by 1 unit, the sales value will increase by 0.492.

Determinant Coefficient (R²)

Dete Testing, ermination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimator
1	.802a	,644	,633	1.73203

The table above shows an Adjusted R Square value of 0.633, indicating that E-Commerce and public relations have a relationship with sales of 63.3%.

Discussion

Based on the partial test calculation, it shows that the variableThe t-count value of the E-Commerce variable (X₁) of 2.011 has a positive and significant effect of 0.048 (0.048<0.05). H is accepted because tcount (2.011) > ttable(1.990) which means e-commerce has an effect on sales at PT. Indonesian Property Map. Supporting research results are[16]states that there is an influence of the E-commerce variable on the Sales variable. The calculated value of the public relations variable (X₂) of 7.744 has a positive and significant effect of 0.000 (0.000<0.05). H is accepted because tcount (7.744) > ttable(1.990) which means that public relations influences sales at PT. Indonesian Property Map. Supporting research results are[17]stated, public relations is the variable that has the smallest influence on increasing sales of Kawasaki motorbikes at PT. Diana Indonesia Makassar.

CONCLUSION

E-commerce influence on sales at PT. Indonesian Property Map. Public relations influences sales at PT. Indonesian Property Map. E-commerce and public relations influence sales at PT. Indonesian Property Map. This research has limitations, the limitation is that the respondents used in this research were only 71 consumer respondents. Next in menu, distribute questionnaires, researchers do not know the honesty of respondents when answering each statement given so that the validity of the data obtained will be affected. Researchers' suggestions and recommendations for further research can increase the number of variables. Next for respondents so that it can provide, in response to the statements given, it is better to first carry out socialization regarding the purpose and method of filling out the questionnaire.

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