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Optimizing online business management in the fashion sector in increasing sales volume

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ABSTRACT

The business world is a business that has the potential to improve the welfare of business actors. Every business actor certainly wants his sales volume to increase which means his income will also increase, including online business people in the fashion sector. This study aims to determine how to optimize online business management so as to increase income insights that will be used for business development and business expansion so as to minimize unemployment through the employment opportunities needed. The research method used is descriptive quantitative with data collection techniques through observation, interviews, documentation and distributing questionnaires via g-form. The number of respondents was 200 people selected by purposive sampling. The results showed that there are several proven ways to increase sales volume, namely determining the target market, product quality and guarantee, store design, promotion and financial management. Through these strategies, it is known that business people who experience a decline in sales volume can gradually increase their income again.



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Introduction

The industrial revolution 4.0 shows the world has experienced significant technological developments (Rusdiono, 2019) even the sentence of the world in the grip is not a meaningless thing because in fact almost all of the earth's population has a smartphone (Fuady & Rokhmat, 2021) that is able to explore the world with various activities in the palm of the hand through finger requests. or just sound as one of the tools on a smartphone. This also happens in Indonesia as a country with a fairly dense population where technological advances have penetrated in various ages and levels, as the data contained in We Are Social in 2017 which is already at 3.8 billion people on earth have used smartphones, so of course in 2022 there will be a significant increase (Rusdiono, 2019). Additionally, information technology is a tool that businesses develop in response to the fact that the competition in the business world is currently becoming more intense, necessitating updates to the operational systems used by businesses in order to remain competitive (Supriyadi & Kom, 2020).

The results of the observations show that one of the products of the development of renewable technology is a smartphone that continues to update its performance where this product is used across ages from children to the elderly. Therefore, a business that is operated through a smartphone is quite tempting where this business is

referred to as an online business (Joesyiana, 2019). Online business is one type of business that utilizes technology as well as the internet network in conducting buying and selling transactions ((Sholihah, 2021); (Siregar & Nasution, 2020)). Online business, we have probably heard this term often lately, online business is also an industry with huge business potential ((Madana et al., 2022); (Antoni et al., 2019)). Currently, online business is a business that is loved by the wider community with various professions such as teachers, lecturers are households, MSME actors ((Febriyantoro & Arisandi, 2018); (Maulana et al., 2020)) and so on because online business can be done anywhere and anytime.

Moreover, after the COVID-19 pandemic, the volume of visitors to the marketplace or online shops has also increased (Alwendi, 2020) because they mostly buy goods using an online system. The results of the interview with VK show that he prefers to do online shopping than offline because he just sits and the goods will come to his house, he doesn't need to leave the house in hot or rainy conditions, and so on. Research conducted by (Ikhtiara, 2023) states that the results of the study indicate that (1) the positive impact of wider market reach, customers from various regions increase, and product labels are known to many people, (2) While the negative impact of e-commerce-based sales is the high cost of sales in e-commerce (3) The difficulties faced by business owners when using e-commerce in this convection business include a lack of understanding of digital marketing or e-commerce in the operational use of online shops, (3) Difficulties faced by business owners when using e-commerce in this convection business include lack of understanding of digital marketing or e-commerce in the operational use of online shops, poor time management to focus on increasing online sales, calculating costs, prices, and marketing is not appropriate (4) Strategies for online marketing with e-commerce to keep going well among the many competitors of similar products include maintaining prices, quality, providing discounts, shipping costs to customers, having to think critically, and innovatively.

What was conveyed by VK is one of the advantages of online business that is used as a guide for sellers or buyers. The various advantages possessed by online businesses cause many online sellers to compete with each other to increase sales volume, because this is also related to the income received. The majority of online business people run their business according to what they like and the opportunities that exist, one of which is fashion. Fashion or clothing is one of the products that will continue to be sought and targeted because it is one of the primary needs for mankind. By digitizing marketing, MSME players are expected to increase sales and online engagement to develop business scale amid the Covid 19 pandemic (Batubara et al., 2022).

Every businessman certainly wants to get the maximum profit to develop the business he seeks, including online business as one of the potential businesses (Situmeang, 2018). With maximum income, he can manage his business with a wider reach (Redyanita, 2021) and be able to prosper his family and even other people so as to minimize unemployment. Moreover, fashion where this business is much loved and sought after by buyers with all its updates. Unfortunately, currently the online business in the fashion sector is a business that has quite a lot of competitors so that if business people are not able to manage an online business in the fashion sector optimally, it will certainly experience a decrease in sales volume which has an impact on the possibility of going out of business and failure so that the business they are running does not work. can develop. Therefore, online business management is important. Therefore, the researcher wants to find out more about "Optimizing Online Business Management in the Field of Fashion in Increasing Sales Volume". This study aims to find out how to optimize online business management so as to increase income insight that will be used for business development and business expansion so as to minimize unemployment through the required employment.

Method

This research was conducted with a descriptive quantitative type where the research results will be conveyed through sentences or explanations that are easy to understand as an interpretation of the numbers obtained (Salim, 2019). According to (Sugiyono, 2019), research with quantitative methods is a research method based on the philosophy of positivism, quantitative methods are used in research with a determined population or sample, data is collected using research instruments, quantitative or statistical data analysis is carried out, aimed at testing predetermined conjectures. The technique of collecting data is through observation, interviews, documentation and distribution of questionnaires carried out through the g-form so that it can be accessed anywhere and anytime by the respondents. The number of respondents in this study were 200 respondents where the selection was carried out through purposive sampling, namely online business people who were in the fashion world. After the data is received, it will be analyzed in depth to find out the results of the study. The steps in this research can be seen in the following chart:

If unemployment starts to be minimized, Indonesia will be easy to advance because its people are financially independent and able to survive with all their efforts. If the economic sector increases, of course various other sectors such as education, social, and politics will also increase as a step to welcome Indonesia towards a

developed country. Data collection techniques are carried out by means of the first Literature Study, namely data collection by reading and studying literature or documents related to research, and the second is Documentation, namely by looking at documents recording events that have passed.

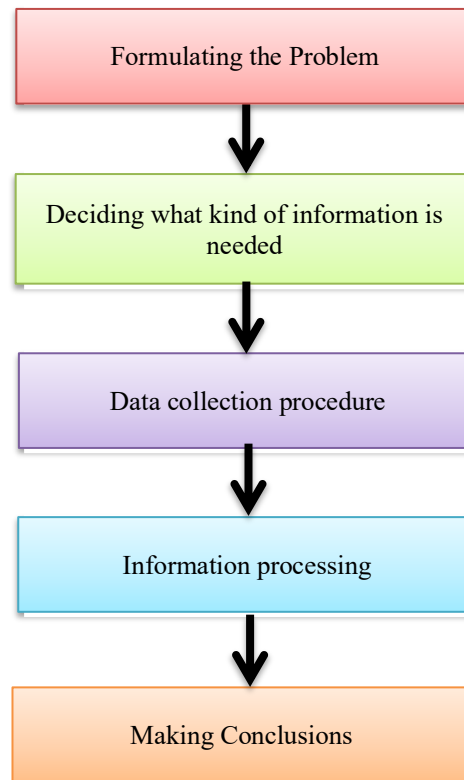


Figure 1. Research steps

The measurement scale used to analyze the questionnaire uses a Likert scale with four choices of answers as follows:

Table 1. Likert Scale

Symbol	Description	Score
SA	Strongly agree	4
A	Agree	3
DA	Don't agree	2
SDA	Strongly Disagree	1

Based on the respondents' answers, calculations will be made by entering the following calculations (Salim, 2019).

Table 2. Score Interpretation Criteria

Interval	Description
0%-20%	Very bad
21%-40%	Bad
41%-60%	Enough
61%-80%	Well

After the data is processed and the results are known, the data will be presented and conclusions are drawn. The data presented in this study are real results, not engineering

Results and Discussions

Business is one way that can be used to improve the welfare of life (Sudaryono et al., 2020). Indeed, in doing business the main capital is not financing but a unanimous intention and determination. This is because running a business is not without challenges and obstacles, especially from within yourself because you are the leader to

bring your body and mind to the desired goal. Therefore, it is important to know about the main purpose of running a business as a reminder when enthusiasm begins to decline in order to revive the spirit of running a business that has been involved so that it stops at the beginning, in the middle, and even at the end of the road to success through various types of fashion that are offered as selling value products. The results showed that the respondents sold various types of fashion with the following details:

Table 3. Data on the type of Fashion that is being sold

Fashion type	Number of respondents	Percentage
Various Kinds	80	40%
Muslim fashion	40	20%
Casual	20	10%
Underwear	20	10%
Hijab	40	20%
Total	200	100%

The data above shows that respondents selling various types of fashion occupy the highest percentage, namely 40%. This is as the result of an interview with TY where he is one of the sellers by offering a variety of fashion products in one store with a marketing target of shop visitors or buyers who prefer to check out from the same store with complete products to minimize time and effort as well. shipping costs. Where according to (Sumarwan & Tjptonon, 2019) marketing is a social and managerial process carried out by individuals or groups to obtain their needs and desires by creating, offering, and exchanging products of value with other parties. However, there are not many sellers who offer certain types of products, it is known that Muslim clothing gets a value of 20%, casual 10%, underwear 10% and hijab 20%. Almost the majority of sellers sell a variety of clothing for Muslims, this is because the majority of the Indonesian population is Muslim.

This is as TR's opinion as one of the sellers of Muslim clothing with its marketing target, namely Muslims as the largest religious adherents in Indonesia. He admitted that he focused on one type of clothing in order to provide a variety of renewable fashions without having to worry about other types. The fashion business is a lucrative business so it is not surprising that many sellers are entering the fashion world as research conducted by Susilowati stated that fashion is one of the products that is timeless and continues to be targeted and sought after by buyers (Susilowati, 2021). There is so much competition in the fashion business world, it is necessary to have good management or management in order to have the ability to compete with other sellers in a healthy manner. After investigation, it turned out that from 200 respondents had different times in running their business so that their experiences were different. Regarding the timing of the fashion business, the following data were obtained:

Table 4. Data when running a fashion business

Business time (year)	Number of respondents	Percentage
< 1	40	20%
2-5	60	30%
6-10	40	20%
11-15	20	10%
>16	40	20%
Total	200	100%

The data above shows the various times that have been passed in the fashion business world, the largest data is in the business age of 2 to 5 years with a percentage of 30%, in addition, for ages less than 1 year it gets a percentage of 10%, 6-10 years with a percentage of 20 %, business age 11-15 years 10% and over 16 years 20%. The time difference in running a business certainly provides different experiences, of course, in business management as an effort to optimize sales volume.

HH, as a fashion businessman with more than 16 years of experience, admits that the age of the business he is in is really inconceivable, because he always focuses on maintaining what he started by continuing to develop his business efforts so that it continues despite the arrival of many new competitors. He also admitted that he did not want to spend money as well as thoughts and energy as promotional efforts and prepared various strategies to expand his business network so that he was able to survive at the age of more than 16 years when other comrades in arms had closed their shops and switched to other businesses. Strategy is a tool to predict by examining various opportunities, strengths, weaknesses, and also the challenges applied to an organization or company (Yunus, 2016).

Carroline Ratri stated that promotion is one of the important steps to start and maintain a business, including online business. Without promotion, the products offered will be difficult for others to know and sales volume will not increase without a breakthrough to continue to offer their products (Ratri, 2020). After further investigation, it turns out that the age of the business people is different, the majority of them are still young. It turns out that young age is not a barrier to promote the fashion business and compete with older businessmen. Unfortunately, the age gap of business people also creates problems, because older business people will have longer time to understand the times, so they choose to have assistants who can be agile and alert to keep up with the times so that they can remain competitive at the age that is said to be "old". Regarding the age of business people, the following data is obtained:

Table 5. Data on the age of fashion business people

Age (Year)	Number of respondents	Percentage
< 25	20	10%
26-35	60	30%
36-45	80	40%
46-56	40	20%
>56	0	20%
Total	200	100%

The data above shows that the majority of business actors are not more than 56 years old, which is still quite productive. Meanwhile, for fashion business people who are less than 35 years old, it is known that some of them continue the business from their parents and others run their own business because of economic demands. This is as stated by JK where he is currently 27 years old and has been running the business for 5 years, because he is the breadwinner of the family after his father died and started an online business starting as a reseller and dropshipper until the last two years he already has stock of goods to be sold at competitive prices and even become one of the suppliers for other sellers.

With this, it is known that business management is not adjusted according to age, but with determination, enthusiasm and encouragement from people around to continue to grow and provide benefits to many people. However, even though every business person wants an ever-increasing turnover, the reality cannot be fooled where the turnover obtained is also fluctuating, even 10% of the respondents experienced a decrease in sales volume so that their income has decreased in the last 1 year. In order to overcome this, every business person must be able to optimize online business management in the fashion sector in increasing sales volume in the midst of intense competition. There are several ways that can be used to increase sales volume as a form of management optimization including ((Hendarsyah, 2015); (Widhajati, 2019)).

First, re-research the target market. The target market or targets to be addressed must be known, for example for children, teenagers, babies, or adults. Once known, the type of fashion that is prepared is adjusted to the target market. This target will also affect the price offered for the upper middle class or the lower middle class.

Second, product quality and assurance. Quality is an important thing that must be considered by the seller even though the goods offered are relatively cheap. This is because, if a buyer feels disappointed with the goods offered even though they are cheap, it will cause a sense of trauma so they are reluctant to make purchases at the store. Therefore, before the goods are sent, quality control must be carried out to ensure the quality of the products sent, lest there be perforated clothes, damaged headscarves, torn shirts, uneven colors, and so on in order to minimize customer dissatisfaction and as proof of guarantee. the quality of the products offered.

Third, online store design. An online store is a store that is opened and accessed through the internet network. Unattractive store design will have an impact on customer reluctance to access further and see the products offered. This is because, the store design is the first impression that can be seen by potential consumers, the store must be arranged neatly, products are grouped according to type, for example, pashmina hijab, quadrilateral, syar'i, and so on to make it easier for buyers to choose and determine the products offered. The results showed that 100% of the respondents already had a store in a market place such as shopee, tokopedia, lazada, and so on where the competition was not easy to pass, so an attractive and beautiful store design became one of the attractions for buyers.

Fourth, promotion. Promotion is an effort made by business people so that the fashion business they are involved in can be known and known by many people. Promotion can be done in various ways, such as providing discount vouchers for new buyers or store followers, giving discounts, giving gifts and so on. In addition, promotions can also be carried out by continuing to offer products through their social media such as WhatsApp, Instagram, Twitter, Facebook, Tik Tok and so on where the promotion is also given access to order

goods in an easy way such as by transfer or COD. The results show that promotion is an important thing in carrying out online business. Research data regarding promotions obtained the following data:

Table 6. The importance of promotion in increasing sales volume

Answer	Amount of Respondents	Percentage
Strongly agree	70	35%
Agree	100	50%
Don't agree	20	10%
Strongly Disagree	10	5%
Total	200	100%

The data above shows that 85% of respondents stated that promotions can increase sales volume as the result of an interview with VY where he experienced a decrease in income for 3 years and he then aggressively promoted through the marketplace or social media so that his sales gradually increased. The presence of social media signifies a shift in direction in the use of communication media which is now all internet-based and can facilitate access channels for various fields of communication (Susanti et al., 2019).

Fifth, financial management. Finance is an important thing to continue to run a fashion business, so financial arrangements as an income or to minimize risk must be managed properly so that if things happen that are not desirable, the business that is run is still running. If the various ways of optimizing the online business above are implemented, then efforts to increase sales volume are not impossible because it is proven by good management that the efforts made will lead to optimal results as the wishes and ideals of business people.

Conclusions

Every business actor certainly wants to get a turnover that continues to increase regardless of the conditions and obstacles. Unfortunately, the running of the business does not always go according to plan, a businessman must be able to optimize management so that the business he manages can provide increased turnover. However, the increasing number of business competitors in the same field, namely fashion, is not impossible to shrink the market because many people actually switch to buying fashion products in other places so that customers are reduced. Therefore, optimizing online business management is important, this is evident from online business people who experience an increase in turnover slowly but surely after experiencing a decrease in income within a certain time. There are several ways as an effort to optimize online business management so that sales volume can increase, namely: determining the target market, product quality and assurance, store design, promotion and financial management. If this method is implemented properly, the store's sales volume can increase. Increasing income for business people will certainly have an impact on the country's economy so that it becomes more prosperous. Therefore, the researcher would like to give advice to all business people in the fashion sector to continue to have enthusiasm and look for renewable ideas as a hallmark of the fashion business which is managed as a superior value compared to other stores

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