

# The Effect of Pre Order Online Sales to Company Profits on PT. Aventama Hervent Solusindo Bandung

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## ABSTRACT

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This research aims to find out how online pre order sales and profit earning on PT Aventama, also how big is the effect of pre order online sales towards the profit on PT Aventama, and to get to know about what are the efforts that could be able to do for increase the company profits through online pre order sales. Theory that supports in this research was revealed by Oki Pamungkas, 2018 who said that online sales is conducting sales activities from looking for potential buyers to offering products or goods by utilizing the internet network that is supported by a set of electronic devices as a link to the internet network, while Toto Prihadi 2012 said that profit is a measure of company's performance obtained from the results of reduction results of sales minus production costs. From conducted research, it can be obtained of the results of online pre order sales and company profits on PT Aventama, it's obtained results of 77.2% for online pre order sales and 35.7% for the profits and are categorized well. Then the correlation test is used for find out about the effect of online pre order sales with the results obtained at 84%, this value can be interpreted that the effect of online pre order sales to profits is very strong, while the other 16% is effected by other factors that it's not examined by the author. Based on a simple linear regression analysis obtained  $Y = 3.307 + 0.420X$  it means every online pre order sale is improved, it will be followed by an improve in company profit of 0.420 at a constant 3.037. With this research, it's expected that there will be a change in the company's profit through increasing online pre-order sales by creating advertisements, providing more complete ready stock products, and adding new suppliers so that the ordering process of products is faster to consumers

## INTRODUCTION

At present the business world and the internet are the main attraction for most of the

world community in general, and especially for Indonesian people. The rapid development of technology from year to year causes companies to compete to face the development of this technology. Then the development of this technology also brings a considerable influence on the business world.

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The internet has an important role to introduce us to cyberspace. Internet usage has been widely chosen and used by the business world, in addition to making it easier for sellers to sell the products without having to open and register the existence of the store. So the seller can reach buyers more globally and more easily.

Known as one of Indonesia's creative cities, business growth in Bandung shows a fairly high increase. Based on 2016 Central Bureau of Statistics (BPS) Economic Census data, the number of businesses or companies was 343,938 business units in Bandung, an increase of more than 20% from the total number of companies in 2006 which were 283,518 units of companies. UMK) dominates economic activity in the city of Bandung with the number of workers reaching 65.94%. The development of the population and the growth of online business also contributed to the increase in economic activity in the city of Bandung in recent years.

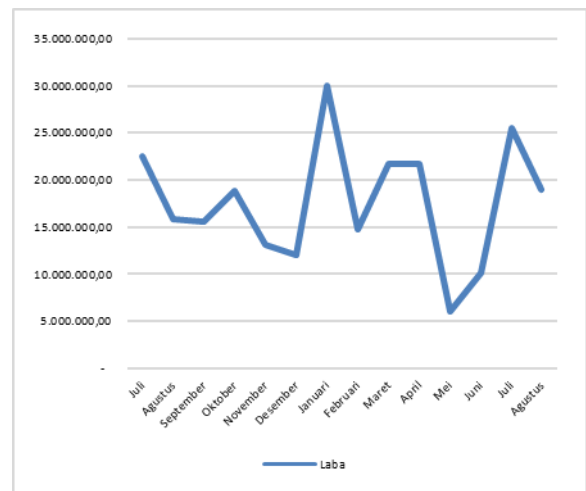
Like other companies established in Bandung, PT. Aventama Hervent Solusindo is a company engaged in the service provider of promotional merchandise and corporate gifts. Founded in 2014 by Hernawan Adi Wibowo, this company has dedicated itself as a trusted partner for the promotion of the best companies and organizations in Indonesia. Apart from the development of a globalized era, this company promotes and sells its products using online social networks, this is done to make it easier for consumers to be able to reach their needs without having to come directly to the place. The products that sale by this company are pre-ordered products, where the consumers make an order and pay in advance before the production begins, with a waiting period (estimated) until the products are ready to be sent to consumers.

Based on the results of interviews with the financial department of PT. Aventama hervent Solusindo then obtained data as follows:

**Table 1**  
**PT. Aventama Hervent Solusindo**  
**Sales Data and Estimated Company Profit**  
**Period 2018-2019**

Mont	Sales		Profits	Percentage
	The Unit	Turnover	Margin (5%)	
2018				
July	8,013	451,734,250	22,586,712.50	
August	10,788	317,137,602	15,856,880.10	-29.80%
September	8,161	311,485,053	15,574,252.65	-1.78%
October	8,762	377,161,525	18,858,076.25	21.08%
November	13,929	262,342,450	13,117,122.50	-30.44%
December	7,733	241,017,240	12,050,862.00	-8.13%
2019				
January	13,582	599,444,825	29,972,241.25	148.71%
February	10,594	296,376,690	14,818,834.50	-50.56%
March	10,417	433,882,150	21,694,107.50	46.40%
April	10,745	433,486,500	21,674,325.00	-0.09%
May	3,172	120,086,650	6,004,332.50	-72.30%
June	4,720	202,053,600	10,102,680.00	68.26%
July	11,228	511,424,528	25,571,226.40	153.11%
August	8,242	380,656,510	19,032,825.50	-25.57%

**Graph 1**  
**Earnings Revenue Graph**  
**Period 2018-2019**



Based on the table and graph, it can be seen that the company has never experienced a loss (always making a profit) because of the sales system that applied to this company is the Pre Order system. But every month the company does not get the same profit, which is different every month (fluctuating).

Based on the description in the background, the authors identify the problems that occur in this study are:

1. To find out the sale of online pre order at PT. Aventama Hervent Solusindo
2. To find out how much the company's profit at PT. Aventama Hervent Solusindo

3. To find out the magnitude of the effect of online pre order sales on company profits at PT. Aventama Hervent Solusindo
4. To find out what are the efforts that can do to increase profit in the company through online pre order sales at PT. Aventama Hervent Solusindo

### **THEORY/CALCULATION (if any)**

Theory that supports in this research was revealed by (Farid, 2017) argues that "Selling is a process of exchanging goods or services between seller and buyer, so that the seller is required to have the art or talent and expertise to influence others".

According to (Prayoga, 2016) defines "Online sales is to offer all types of products is needed by consumers through social media, with social media we can interact, connect, and communicate with them so that we know what is needed and then we sell it. "

Factors That are Influencing Pre Order Online Sales

- a. Pay attention to product quality.
- b. Vendor selection
- c. Determine the Sales target
- d. Pay attention to human resources
- e. Determine the PO schedule
- f. Pay attention to the order quantity
- g. How to communicate with consumers
- h. Take note of the order
- i. Convince consumers by following PO

Provides a clear order flow while (Prihadi, 2012) said that profit is a measure of company's performance obtained from the results of reduction results of sales minus production costs.

Factors that are affecting Profit

1. The selling price of goods or services
2. The volume or number of goods or services
3. Cost of Goods Sold
4. Types of Sales

According to (Suparyono, 2015) defines "Marketing management is the study of the planning, implementation, and controlling of products (goods and services), price fixing, implementation of distribution, promotional activities, carried out by certain people, with certain processes, which is supported by physical evidence to create exchanges to meet

the needs or desires of customers, so as to achieve company goals ".

### **METHOD**

#### **Research Design**

Method used should be accompanied by references; the relevant modification should be explained. The procedure and data analysis technique should be emphasized in a literature review article. The stages and analysis of the research must be explained in detail. According to (Sugiyono, 2017) argues "Research methods represent scientific ways to obtain data with specific goals and uses based on scientific characteristics that are rational, empirical, and systematic".

In this study the authors used a quantitative data type with a descriptive approach. According to (Suryani, 2016) "Descriptive quantitative analysis is a statistic used to analyze data by describing or illustrating data that has been collected as it is without the intention to make inferences that are applicable to the general or generalization". The quantitative data type is used to calculate the number of sales as outlined in the form of numbers, while the descriptive approach is used to explain the results of the questionnaire.

#### **Population and Sample**

In this study, participants who will be used are consumers of PT. Aventama Hervent Solusindo as many as 708 people, then using the Solvin method to get a sample of 87 people.

#### **Variabel and Indicators**

In indicator of Variabel X Online Pre order sales is Product design, Product Endurance, Types of products, Suitability, Speed, Bussiness to Bussiness, Bussiness to Consumer, Skilled, Mentally, Structured, Right time, Minimum order, Maximum order, Order Total, Respond, Interactive, no error occurred, Worth the trust, Great desire, Easy to understand and than in indicator of variabel Y Company Profits is Price Affordability, Price match with product quality, Get profits for buyers, Routine purchases per month, Number of units purchased  $\geq 50$  units / month, Competitive Prices, Resale products have profits, Pre order, Ready stock

## RESULTS AND DISCUSSION

### Respondent's identity

In this study the respondents in the distribution of questionnaires were 87 responded, they are selected form consumers of PT. Aventama Hervest Solusindo Period 2018-2019 as 708 Consumers.

### Validity and Reliability test results

Based on the results of the distribution of questionnaires for validity can be concluded that the statement for all indicators of variable Y (Company Profit) consisting of 9 question items is declared valid because the results of calculations using the moment product correlation formula, the value obtained exceeds the minimum value of 0.3. and can be known cronbach alpha numbers of 0.907, for reliability these numbers are greater than the minimum cronbach alpha numbers of 0.6 to be said to be reliable therefore it can be concluded that the research instrument used to measure the variable X (Pre Order Online Sales) can be said to be reliable or reliable.

### Correlation test results

Based on the correlation output it can be seen that the correlation value is 0.840 or 84%, the number is close to +1 which means when  $r = +1$  or close to +1, then the correlation between the two variables is strong and unidirectional, and is said to be positive. These results can be compared in table 3.7 with the criteria for interpretation of the correlation coefficient in the range of 0.80-1000 "very strong". So with a correlation value of 0.840, the relationship between variables is stated to be very strong, the more the increase in online pre order sales, the more profit is obtained by the company. Thus the variable X greatly influences the Y variable by 84%. The remaining 16% is another factor that was not asked or investigated by the authors.

### Simple Linear Regression Analysis results

Based on the results of the SPSS software output, the estimated regression equation for online pre order sales and company profits is obtained as follows:

$$Y^{\wedge} = 3.307 + 0.420X$$

The regression equation can be interpreted as follows:

1. A constant number of unstandardized coefficients. In this study the value was 3,307.

This figure is a constant number which means that if there are no online pre-order sales (X) then the company's constant profit (Y) is 3,307.

2. The regression coefficient value is 0.420. This figure implies that for every 1% increase in online pre-order sales (X), the company's profit increases by 0.420.

### Hypothesis Test results

Aims to determine the effect of variable X simultaneously (together or combined) on the variable Y. based on table 4.42 it can be seen the value of Fcount is 203,103. this value is then compared with F table 2.77. The calculated F value is greater than the F table ( $2.77 > 203.103$ ) with a significant level below 0.1 which is 0.000. Thus it can be concluded that the variable X (Pre Order Online Sales) has a significant effect on the variable Y (Company Profit).

## CONCLUSION

Based on the results of research conducted at PT. Aventama Hervent Solusindo regarding the Effect of Online Pre Order on Company Profit, and related to the researcher's questions there are 4 questions raised regarding Chapter I, so it can be summarized:

- A. Online pre order sales of PT. Aventama Hervent Solusindo can be stated precisely, this can be done by distributing questionnaires to 87 consumers so that the percentage obtained is 77.2%.
- B. Company profit at PT. Aventama Hervent Solusindo can be declared high, this is determined by this company, every month there is always an order either with a pre order system or ready stock. In distributing questionnaires to 87 respondents, namely consumers of PT. Aventama Hervent Solusindo can be obtained a percentage of 79.4%.
- C. The magnitude of online pre-order preferences on company profits on statistical data using calculations:
  1. Trial,

It can be concluded as the influence of online pre-sales on company profits at PT. The first Hervent Solusindo got 84% results, which means the relationship between the two variables can be obtained is very strong and significant caused by supporting factors between the two variables, while 16% chose is a factor that

should not be asked or approved by the author.

2. Hypothesis testing,

Significance test results show the value of  $t_{count} > t_{table}$  ( $14,251 > 1,292$ ) then  $H_0$  is rejected or  $H_1$  is accepted which means there is a positive and significant variable X (Pre Order Online Sales) against variable Y (Company Profit).

Simple linear regression test results  $Y = 3.307 + 0.420X$ , the profit will increase by 0.420 if the number is constant at 3.307.

D. Efforts - efforts that can be made by PT. Aventama Hervent Solusindo in increasing profits through online pre order sales, namely:

1. Make an ad about a company that can serve consumers, so consumers can find out whether this company can serve consumers with a certain amount.
2. Providing goods that are ready for more complete stock, so consumers can buy goods quickly without having to accept PO.
3. If there are a lot of orders, then there must be a company that has a supplier reserve in order to minimize errors and can send goods according to a predetermined time limit.

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