

ABSTRACT

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THE EFFECTS OF THE AVAILABILITY OF E-COMMERCE AND DIGITAL PAYMENT METHODS ON THE SALES PERFORMANCE OF CV. PRIMA MUDA MANDIRI IN MEDAN

(xvii+88 pages; 4 figures; 23 tables; 10 appendixes)

This study aims to see and determine the influence of the availability of e-commerce and digital payment method toward sales performance at CV. Prima Muda Mandiri in Medan. This research was conducted at CV. Prima Muda Mandiri, located at Jalan Krakatau No. 2004 Medan, Sumatera Utara, Indonesia.

This research was conducted on the month of January 2021 – March 2021. Data analysis tool uses SPSS (Statistical Product and Service Solutions). The population is customers at CV. Prima Muda Mandiri Medan in 2021 who have membership, namely as many as 62 customers. This study uses simple random sampling technique, the sample of this research is 54 customers at CV. Prima Muda Mandiri Medan.

Based on the data analysis, the coefficient of linear regression shows that the coefficient of $X_1 = 0.548$ and $X_2 = 0.283$. If the results are calculated into the multiple linear regression equation, it indicates that the availability of e-commerce has a positive influence towards sales performance and digital payment method has a positive influence towards sales performance. If the digital payment method is considered constant, and the availability of e-commerce increases by 1 unit, then the level of sales performance will also increase by 0.548 unit. If the availability of e-commerce is considered constant, and digital payment method increases by 1 unit, then the level of sales performance will also increase by 0.283 unit.

The t-test probability value of the availability of e-commerce is 0.000 and digital payment method is 0.014 which are lower than the significant level which is as much as 0.05. On this basis, H_0 are accepted and t_{count} of the availability of e-commerce ($4.781 > t_{table} (2.009)$). This shows that the availability of e-commerce variable has a significant positive effect on sales performance. The t_{count} of digital payment method is ($2.534 > t_{table} (2.009)$). This shows that the digital payment method variable has a significant positive effect on sales performance. In conclusion, the availability of e-commerce and digital payment method have a positive influence on the sales performance at CV. Prima Muda Mandiri Medan

Keywords: The Availability of E-commerce, Digital Payment Method, Sales Performance, CV. Prima Muda Mandiri Medan

References: 62 (2016-2020)

ABSTRAK

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PENGARUH KETERSEDIAAN E-COMMERCE DAN METODE PEMBAYARAN DIGITAL TERHADAP KINERJA PENJUALAN CV. PRIMA MUDA MANDIRI DI MEDAN

(xvi + 88 halaman; 4 gambar; 23 tabel; 10 lampiran)

Penelitian ini bertujuan untuk melihat dan mengetahui pengaruh Ketersediaan E-commerce dan Metode Pembayaran Digital terhadap Kinerja Penjualan pada CV. Prima Muda Mandiri di Medan. Penelitian ini dilakukan di CV. Prima Muda Mandiri, berlokasi di Jalan Krakatau No. 2004 Medan, Sumatera Utara, Indonesia.

Penelitian ini dilaksanakan pada bulan Januari 2021 - Maret 2021. Alat analisis data dengan menggunakan SPSS (Statistical Product and Service Solutions). Populasi adalah pelanggan di CV. Prima Muda Mandiri Medan tahun 2021 yang memiliki keanggotaan yaitu sebanyak 62 orang. Penelitian ini menggunakan teknik simple random sampling, sampel penelitian ini adalah 54 pelanggan pada CV. Prima Muda Mandiri Medan.

Berdasarkan analisis data, koefisien regresi linier menunjukkan bahwa koefisien $X_1 = 0,548$ dan $X_2 = 0,283$. Hasil perhitungan ke dalam persamaan regresi linier berganda menunjukkan bahwa ketersediaan e-commerce berpengaruh positif terhadap kinerja penjualan dan metode pembayaran digital berpengaruh positif terhadap kinerja penjualan, yang jika metode pembayaran digital dianggap konstan, dan ketersediaan e-commerce meningkat sebesar 1 unit, maka tingkat kinerja penjualan juga akan meningkat sebesar 0,548 unit. Jika ketersediaan e-commerce dianggap konstan, dan metode pembayaran digital bertambah 1 unit, maka tingkat kinerja penjualan juga akan meningkat 0.283 unit.

Nilai probabilitas uji-t ketersediaan e-commerce sebesar 0,000 dan metode pembayaran digital sebesar 0,014 lebih rendah dari taraf signifikansi sebesar 0,05. Atas dasar ini H_0 diterima. Dan t_{hitung} ketersediaan e-commerce ($4,781$) > t_{tabel} (2,009). Hal ini menunjukkan bahwa variabel ketersediaan e-commerce berpengaruh positif signifikan terhadap kinerja penjualan. Kemudian t_{hitung} metode pembayaran digital ($2,534$) > t_{tabel} (2,009). Hal ini menunjukkan variabel metode pembayaran digital berpengaruh positif signifikan terhadap kinerja penjualan. Kesimpulannya, ketersediaan e-commerce dan metode pembayaran digital berpengaruh positif terhadap kinerja penjualan CV. Prima Muda Mandiri Medan

Kata Kunci: Ketersediaan E-commerce, Metode Pembayaran Digital, Kinerja Penjualan, CV. Prima Muda Mandiri Medan

Referensi: 62 (2016-2020)