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Relation between internet and social media to support sales in business

D Muresan[1*], R Sinuraya[2]

[1]University of Architecture and Urbanism "Ion Minchu", Buchares
[2]Departemen Teknik dan Ilmu Komputer, Universitas Komputer Indonesia, Indonesia

*eddysoeryantos@email.unikom.ac.id

Abstract. The purpose of this scientific paper is to make the Internet as an online shop business media that is effective and efficient in order to help businessmen to improve the sale. The method used is a survey that is a research technique that aims to obtain valid data by giving a clear limit on the data to a particular object. Survey conducted to collect data and information from young people because most of the products are created for young communities. This method used to understand the needs of customers so that companies can optimize the sale of goods. The results of this study indicate that social media facilitate the seller to meet the targets specified because social media help the seller to promote their product easily.

1. Introduction

The Internet changes the transactional paradigm where business-to-business marketers operate. Marketers who take advantage of the operational efficiency and effectiveness of the Internet in business transactions surpass the companies using traditional transactional processes [1].

The skill in using the Internet becomes an important asset in the information society beginning with a brief history of communication technology. It seems that in the course of history, this technology has changed and has increased the demands on the people who use it [2]. Sales is the company's main activity in generating revenue, both for large companies and small companies. Sale is the ultimate goal of marketing activity because in this section there are pricing, negotiation and acceptance agreements, as well as agreements on payment methods agreed by both parties to reach the point of satisfaction [3]. One way to sell is to use web-based [4] and web-sales can increase profits [5].

According to Liang (2011) Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders [6]. Online business users are increasing because of the influence of social media. The increasing popularity of social media like Facebook and Twitter creates a new delivery platform in e-commerce called social commerce [7]. Social media platforms such as Twitter and Facebook can create a virtual customer environment where interested online communities are formed around specific companies, brands, or products [8].

Therefore, Social media has provided new opportunities for consumers to engage in social interaction on the internet. Consumers use social media, such as online communities to create content and network with other users [9]. The fluency and ease of mechanics in doing business transactions online store can provide an opportunity to cultivate the target of global market [10].

2. Method

The research method used is survey method. Survey method is used to collect data and information from certain people especially among young people because the product to be sold is more designed for them. The survey was conducted to make seller easier to understand what the buyer needed and to optimize the goods to be sold. The next step is to determine what items will be produced and sold on the internet through an online shop. Determining this item is a crucial step because the selection of this item will determine whether the goods are attractive or not for the prospective buyers of young people who like various types of models and materials.

3. Results and discussion

3.1. The influence of buyers' satisfaction with the services provided

Online stores should be created to make customers easier to choose the items they want. but in fact, most online stores are just pursuing profit without thinking of buyer's satisfaction, whereas buyer's satisfaction can impact seller's revenue, because buyer is more interested in service that seller give, therefore buyer's satisfaction and trust is priority in selling goods online.

Furthermore, the seller provides information about the type of material that the seller uses for his product. The type of material intended to facilitate the buyer to know the quality of goods sold. Most online shops only sell goods without informing the material and the advantages in detail. This will make the buyer can distinguish the goods they want. Steps to create an online shop Pempem Store:

- Create products that are different from the products on the market
- Make Customer Satisfaction as a priority
- The right price
- Provide better service to loyal customers
- Make it easy to pay online
- Provide a bonus if buying in large quantities
- Create free membership cards for loyal customers
- Provide delivery of goods

3.2. Marketing concepts

In building this marketing concept, there are 3 plans that will be done:

- First plan: Promoting and advertising in social media accounts to market products to be sold, promotions are made to attract customers and make products more popular
- Second plan: Once the product is known, add a discount for the buyer to become a regular customer
- Third Plan: The third plan is to build a physical store
- Excellence of Online Shop Pempem Store:
    a. Price: Pempem store provide the appropriate price
    b. Model: Pempem Store hired reliable designers and made the latest design trends

Below is an example of online sales through the internet that provide descriptions of the materials used (Figure 1-2) and the visitor percentage (Figure 3).
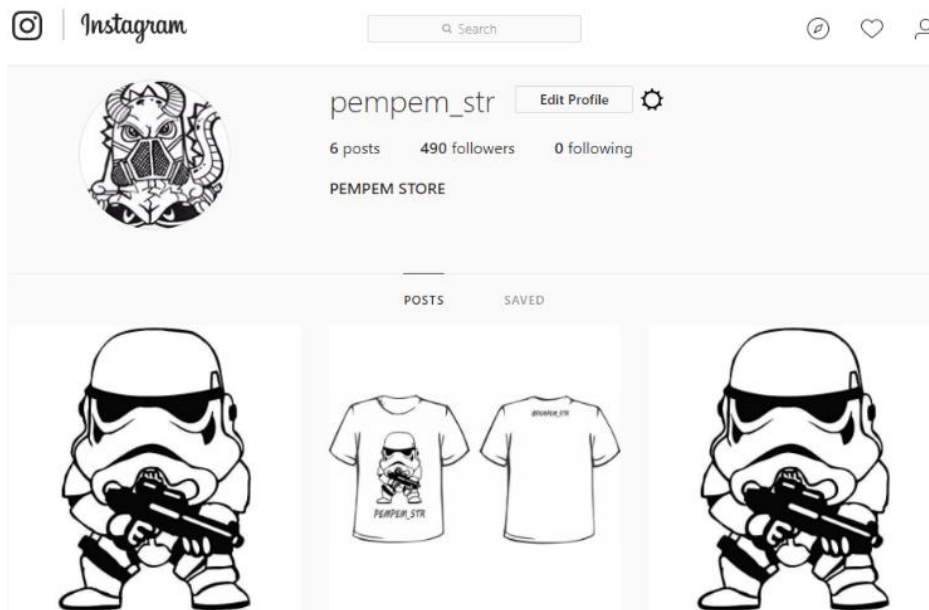
Figure 1. Web display.

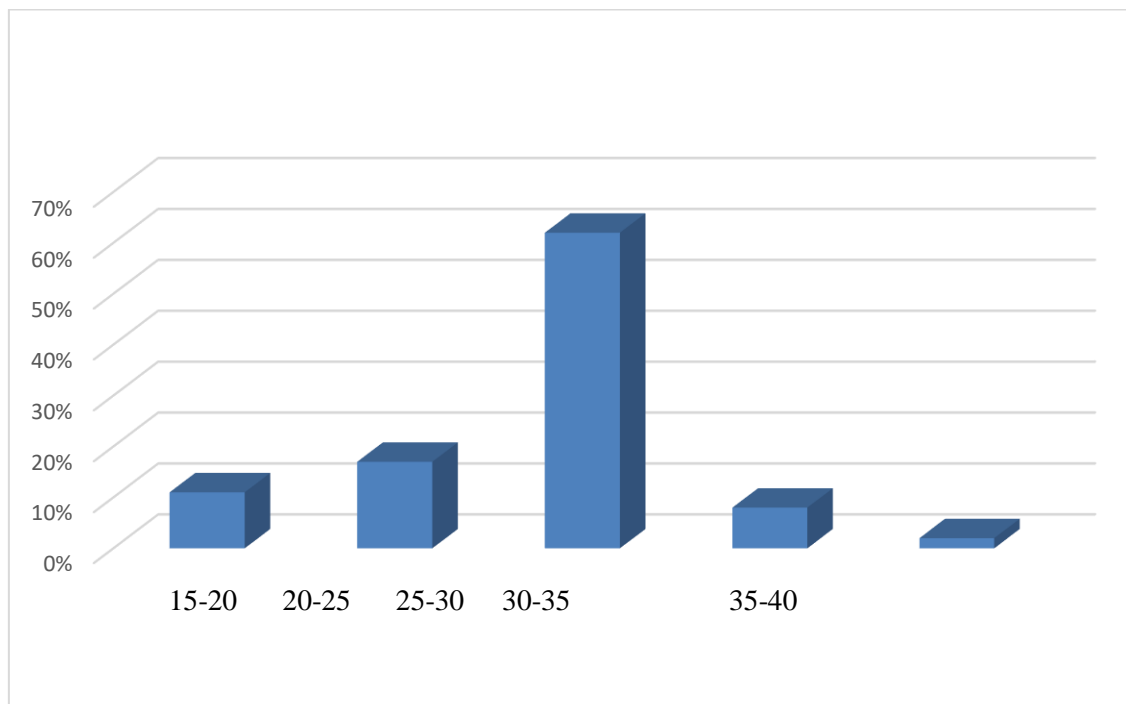

Figure 2. Material description.

Figure 3. visitor percentage (age)

In the world of online business, Information Technology has an important role and gives such a big influence in it. In Indonesia, online business is very wide and growing very rapidly. In the case of the sale of goods or services, currently the store does not have to have a building. Now, buyers just have to open a website page, then look around and choose the product you want to buy. In a short time, the product can already be purchased. That's the world of online business that has provided many conveniences for consumers and entrepreneurs. But in this research, what will be discussed is about the influence and role of Information Technology on the development of online business in Indonesia. When visiting the mall, buyers have to walk around store by store.

On the Internet, buyers can find various stores because the internet has a wider place compared to ordinary store buildings. Buying and selling transactions occur on various forums, mailing lists, blogs, until the most popular social network website today. But to build a means to showcase a seller's goods or services requires knowledge of IT so as to design an online shop. Online shop is a simpler form that facilitates transactions between buyers and sellers. Payment does not have to use a payment gateway (although it could be a particular online shop has the feature). A separate payment system (via transfer / e-banking) and confirmed after payment is a popular alternative in Indonesia.

4. Conclusion

Utilization of the internet as a medium of buying and selling is growing and become an alternative to traditional media, where the internet media is more popular and more specific in determining the target marketing.

In Indonesia, especially the online market is now very diverse ranging from clothing, pants, household appliances, and much more such as Pempem Store which mainly sell clothes. Online shopping is one of the best ways to shop. The presence of the Internet into a medium that allows buyers to find the goods they want, sellers as providers of goods through online stores should improve services so that prospective buyers will be more comfortable and satisfied with the products sold,

buyer satisfaction is one of the most important thing because the seller can pay attention and know what products buyers want

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