MARKETPLACE'S ROLE EFFECTIVENESS IN WOMEN IN LAMONGAN CITY AS A MEANS OF INCREASING SALES IN THE NEW NORMAL ERA

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ABSTRACT

As a result of the Covid-19 pandemic, everyone is required to follow the New Normal rules, new habits, new routines, keep a distance, don't crowd, and of course the effect of the Covid-19 pandemic has a big impact on entrepreneurs, the lack of buyers coming to shops or trade stalls causes a decline in turnover In the New Normal Era, entrepreneurs are required to think intelligently and innovatively so that their business can continue to run and not lose money, one of the solutions for this New Normal Era is to use the Marketplace Platform as a means of selling online such as Shope, Tokopedia, Bukalapak, etc. The study was conducted only on female entrepreneurs in the city of Lamongan because many women during the pandemic started doing online business to help the family economy due to the covid 19 pandemic, this study aims to find which Marketplace Platform is the most effective in increasing sales in the New Normal era for women in the city lamongan. The research method was carried out by distributing questionnaires and determining the number of respondents using the snowball sampling method with a total of 100 respondents. The results show that the independent variables X1, X2, X3, X4 and X5 are effective as Marketplace Platforms in increasing sales in the New Normal Era. Meanwhile, based on statistic calculation variables X2 (Shope) and X3 (Tokopedia) have an effect to the Y1 variable (Sales Level Effectiveness).

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INTRODUCTION

The development of women entrepreneurs in developing countries such as Indonesia has the potential to be the main motor driving the process of empowering women and social transformation (Tambunan, 2012). During the COVID-19 pandemic, there are currently many entrepreneurs who have been affected, namely experiencing a decrease in income, even not a few of their businesses have gone out of business or bankruptcy caused by several factors ranging from lack of capital, lack of experience and innovation in marketing, lack of use of the media social media as a means of media sales so that it becomes the cause of failure or bankruptcy in running a business.

In the New Normal Era, many women are used to running a business using the Marketplace and supported by the use of Social Media, Marketplace is a place for the sellers to sell a variety of products and greatly assist the consumer in the purchase transaction online. Marketplace can be used as an alternative solution for purchases online that are safe for consumers because Marketplace is an intermediary that brings together sellers and buyers in the account Web .

As develops the Industrial Revolution 5.0 develops ,shopping online has become a habit for many people, especially women, especially in the midst of a pandemic like this time. Indonesia is the E-Commerce largest market in Southeast Asia, there are 90% of active internet users in Indonesia doing shopping transactions online (Wearesocial and Hootsuite, 2020). In 2019, the value of market capitalization E-Commerce in Indonesia reached USD 21 billion or around IDR 294 trillion, the industry E-Commerce in Indonesia is predicted to reach a value of USD 40 billion by 2022 (McKinsey, 2019).

Responding to the challenges of the Industry Revolution 5.0, where everything can be accessed through the grip of a hand by utilizing the sophistication of a Smartphone, of course, is an opportunity for women entrepreneurs and most women entrepreneurs in Lamongan City have taken advantage of the Platform. Marketplace and social media as a means of selling media with the hope that the business development is being carried out and when viewed from the Platform Marketplaces have the 5 marketplaces largest in Indonesia based on the number of monthly visitors in the second quarter of 2020, namely Shopee 93.4 million, Tokopedia 86.1 million, Bukalapak 35.2 million, Lazada 22 million and Blibli 18.3 million (Jayani, 2020).

The research was conducted on women entrepreneurs in Lamongan city who use the Platform Marketplace as an effort to increase sales in the New Normal Era, this research conducted by distributing questionnaires that have Marketplace independent variables while the dependent variable is the Effectiveness of Sales Level in the New Normal Era.

This study aims to determine the platform marketplace Which Is the most effective in increasing sales so that female entrepreneurs in Lamongan City can choose and maximize their business opportunities through the Platform Marketplace that can be accessed anytime anywhere by using a Smartphone.

LITERATURE REVIEW

Entrepreneurship

Entrepreneurship is someone who sees opportunities and then creates an organization to take advantage of these opportunities.

According to the Big Indonesian Dictionary (KBBI), an entrepreneur (entrepreneur) is a person who is clever or talented in recognizing new products, deter-

mining new production methods, arranging operations for procurement of new products, marketing them, and regulating operating capital.

Women Entrepreneurs

Entrepreneurs are a group of women who start, organize and operate business businesses. women who enter the business field have various reasons why they are interested in pursuing the business field online.

Women entrepreneurs are women who participate in entrepreneurial activities in total, are able to face risks, and are able to identify opportunities in their environment to process resources properly so that they can create competitiveness (Marthalina, 2018).

The Role Of The Marketplace

Marketing through the Marketplace is an effort to increase the competitiveness of the buying and selling market by using the Marketplace, namely there are several advantages as follows (Rahadi and Triyadi, 2019):

1. Social media provides a window for marketers that is not only useful for marketing products and services, but also for listening to consumer complaints and suggestions;
2. Social media is very easy for marketers to identify consumers based on groups who can influence their views on a brand; and
3. Social media is run free of charge.

Online Communication Techniques In The Purchase Process

The communication process in purchasing has several stages, namely the search for products or services, awareness of needs, evaluation and search for other alternatives, purchase and post-purchase (Sudjatmika, 2017). Incommunication online can be implemented within companies to market their goods and services or provide facilities to customers such as those described in the following table:

Table 1. Communication Techniques Online in Purchasing Process					
Communi-cation Engineering Online	**Awareness**	**Search**	**Alternative Evaluation**	**Purchase**	**Post Purchase**
Description	Targeting advertising, conducting events promotional	Search engines,catalogs online,visitors website, emails targeted	Search engines,catalogs online,visitors website, product reviews,evaluations user	promotions Online, raffles, discounts, emails targeted	Newspapers , email customer, online update
Source: (Sudjatmika, 2017)					

RESEARCH METHODS

Research was conducted by distributing questionnaires to female entrepreneur respondents in Lamongan Kota using the Marketplace Platform through a quantitative approach using the theory of the relationship between dependent variables and independent variables, so that data in the form of questionnaire results were obtained and then analyzed based on procedures statistical (Hendryadi, 2017).

Operational Definitions

The research indicators are divided into 5 (five) independent variables and 1 (one) dependent variable (Y), namely as follows:

Table 2. Classification of Variable			
Variable		**Indicators**	
X1	Lazada	X1.1	Convenience of using the marketplace platform
		X1.2	Ease of selecting goods / products sold
		X1.3	Information on promotional media for goods / products sold
		X1.4	Payment methods
		X1.5	Chat with sellers
X2	Shope	X2.1	Convenience of using the marketplace platform
		X2.2	Ease of selecting goods / products sold
		X2.3	Information on promotional media for goods / products sold
		X2.4	Payment methods
		X2.5	Chatting with sellers
X3	Tokopedia	X3.1	Convenience of using the marketplace platform
		X3.2	Ease of selection goods / products sold
		X3.3	Information on promotional media of goods / products sold
		X3.4	Payment methods
		X3.5	Chat with sellers

X4	Bukalapak	X4.1	Convenience of using the marketplace platform
		X4.2	Ease of selection of goods / products sold
		X4.3	Information on promotional media for goods / products sold
		X4.4	Payment methods
		X4.5	Chat with sellers
X5	BliBli	X5.1	Convenience of using the marketplace platform
		X5.2	Ease of use selection of goods / products sold
		X5.3	Information on promotional media of goods / products sold
		X5.4	Payment methods
		X5.5	Chats with sellers
Y	Effectiveness of Sales	Y1	Effectiveness of sales promotions in the New Normal Era
		Y2	Effectiveness of buyers' interest in the marketplace platform
		Y3	Effectiveness of trust buyers to the marketplace
Source: processed variable classification			

Data Collection And Resources Techniques

The research data collection was carried out using a questionnaire distributed to respondents, the number of respondents was collected using the method Snowball Sampling Sampling where the technique was based on interviews or correspondence. This method asks for information from the first sample to get the next sample, so continuously until all the research sample needs can be met (Naderifar, Goli and Ghaljaie, 2017) and in this study the number of respondents used is 100 respondents in order to get effective results. in data retrieval.

Data Analysis Method

Likert scale is used in measuring questionnaires where respondents will answer and choose to agree or disagree with the questions asked by researchers with an interval scale of 1-5 (Junaidi, 2015), how is the Effectiveness Marketplace for women entrepreneurs in increasing sales in the New Era Normal, with the following scale indicators:

      a.   Very insignificant to get a value of 1
      b.   Has no effect gets a score of 2
      c.   Somewhat influential gets a score of 3
      d.   Influential, Has a value of 4
      e.   Very influential got a score of 5

RESULTS AND DISCUSSIONS

The results of respondents' perception of the independent variables are presented in the following table:

Item	Sales Factor in Social Media	Effect Level Statement					Number
		1	2	3	4	5	
		Very insignificant	Has no effect	Somewhat influential	Influential	Very influential	
X1.1	Convenience of use platform marketplace	0	0	10	64	26	100
X1.2	Ease of selection of goods / products sold	0	3	17	47	33	100
X1.3	Information on promotional media for goods / products sold	0	0	12	55	33	100
X1.4	Payment methods	0	0	9	60	31	100
X1.5	Chat with sellers	0	3	10	52	35	100
X2.1	Convenience of using the marketplace platform	0	0	17	66	17	100
X2.2	Ease of selecting goods / products sold	0	1	18	60	21	100
X2.3	Information on goods / promotional media products sold	0	0	5	43	52	100
X2.4	Payment methods	0	0	11	49	40	100
X2.5	Chat with sellers	0	0	10	68	22	100
X3.1	Convenience of using the marketplace platform	0	0	14	64	22	100
X3.2	Ease of selection goods / products sold	0	0	12	54	34	10 0
X3.3	Information on promotional media for goods / products sold	0	0	9	45	46	100
X3.4	Payment methods	0	0	14	45	41	100
X3.5	Chat with sellers	0	0	3	29	68	100

Table 3. Summary of Results Respondents Perception

X4.1	Convenience of using the marketplace platform	0	0	7	47	46	100
X4.2	Ease of selection of goods / products sold	0	3	8	61	28	100
X4.3	Information on promotional media of goods / products being sold	0	0	17	62	21	100
X4.4	Payment methods	0	0	12	52	36	100
X4.5	Chat with sellers	0	0	3	46	51	100
X5.1	Convenience of using the marketplace platform	0	0	9	42	49	100
X5.2	Ease of selection of goods / products sold	0	0	6	32	62	100
X5.3	Information on promotional media for goods / products being sold	0	0	16	63	21	100
X5.4	Payment methods	0	0	9	43	48	100
X5.5	Chat with sellers	0	0	6	33	61	100
Y1	effectiveness of sales promotions in the New Normal Era	0	1	25	51	23	100
Y2	effectiveness of buyers' interest in the marketplace platform	0	0	14	60	26	100
Y3	effectiveness of buyers' trust in the marketplace	0	2	31	45	22	100
Source: Data Processed by Researchers, 2020							

The validity and reliability test is used to reference the measuring instrument of the research by distributing questionnaires from each research variable. The r-calculated correlation number that will be compared with the r-table correlation number will obtain the validity of each variable (Yusup et al., 2018), for reliability measurements using results from Cronbach alpha> 0.60 , for more details, it is presented in the following table which is produced through the SPSS 25 program:

Table 4.Validity and Reliability Test of Research Instruments				
Variable	**Items**	**Validity**		**Reliability Alpha**
		r-count	**r-table**	
X1	X1.1	0.617	0.195	0.680
	X1.2	0.799		
	X1.3	0.549		
	X1.4	0675		
	x1.5	0620		
X2	X2.1	0794	0195	0817
	X2.2	0753		
	X2.3	0741		
	X2.4	0744		
	X2.5	0778		
X3	X3.1	0824	0195	0901
	X3.2	0851		
	X3.3	0909		
	X3.4	0895		
	X3.5	0.747		
X4	X4.1	0.361	0.195	0.620
	X4.2	0.569		
	X4.3	0.718		
	X4.4	0.783		
	X4.5	0.732		
X5	X5.1	0.910	0.195	0.921
	X5.2	0.863		
	X5.3	0.779		
	X5.4	0.917		
	X5.5	0.886		

Y1	Y1.1	0786	0195	0733
	Y1.2	0824		
	Y1.3	0822		
Source: Processed Data Researcher SPSS 25, 2020				

Based on table 4 0.195 r-table and all indicators were considered valid questions in the test validity because it has a greater value than r-table . as well as the results of the reliability test which has value Cronbach alpha or Alpha Reliability greater than 0.600 according to the standard and it can be said that all question items on each variable indicator are declared reliable (Budiastuti and Bandur, 2018).

Furthermore, testing using the SPSS 25 tool is continued to test the value of regression analysis which can be seen in the following table:

Table 5. Determination of Research Variables				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	0.613[a]	0.376	0.343	1.394
a. Predictors: (Constant), X5, X1, X2, X4, X3				
b. Dependent Variable: Y1				
Source: Data Processed by Researchers at SPSS 25, 2020				

Based on Table 5 Determination of Research Variables, obtained from the calculation of SPSS software, the multilevel correlation (R) between variables X1, X2, X3, X4 and X5 on variable Y1 is 0.613 or 61.3% and it can be said that the use of the Marketplace Platform Effective. used in increasing sales in this New Normal Era .

While the R square coefficient (R^2) on the dependent variable (Y1) shows a value of 0.376 or 37.6% which is influenced by the independent (X1, X2, X3, X4 and X5).

Table 6. ANOVA[a]						
	Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	110,118	5	22,024	11,335	0,000[b]
	Residual	182,632	94	1,943		
	Total	292,750	99			
a. Dependent Variable: Y1						
b. Predictors: (Constant), X5, X1, X2, X4, X3						
Source: Data Processed by Researchers SPSS 25, 2020						

Based on Table 6, ANOVAa obtained a significance value of 0.000 while an alpha value of 0.05, thus the comparison of the significance value <alpha (0.000 <0.05) is obtained.

Model		CoefficientsUnstandard- ized Coefficients		Standardized Coefficients	t	Sig.
		B	**Std.error**	**Beta**		
1	(Constant)	2,264	1,772		1.277	0.000
	X1	0.046	0.076	0.060	0.612	0.542
	X2	0.435	0.076	0.587	5738	0.000
	X3	0.081	0.173	0.126	4.707	0.000
	X4	0.059	0.146	0.068	0.404	0.687
	X5	0.039	0.131	0.062	0.299	0.766

Table 7. Research Variable

a. Dependent Variable: Y1

Source: Data Processed by Researchers at SPSS 25, 2020

The multiple regression equation with two independent variables is as follows:

$$Y_1 = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

Based on Table 7 Research Variable Coefficients, in this study there are independent variables X1 (Lazada), X2 (Shope), X3 (Tokopedia), X4 (Bukalapak) and X5 (BliBli). The values at the Output are then entered into the Multiple Linear Regression equation as follows:

$$Y_1 = 2.264 + 0.060\, X_1 + 0.587\, X_2 + 0.126\, X_3 + 0.068\, X_4 + 0.062\, X_5$$

1. Positive constant value of 2.264 shows the effect of the independent variable X1 (Lazada), X2 (Shope), X3 (Tokopedia), X4 (Bukalapak) and X5 (BliBli). If the independent variable increases, the dependent variable Y1 will increase the effectiveness of the sales level and will be fulfilled.
2. The coefficient value of X1 (Lazada) has a value of 0.060 or 6%, the coefficient is positive but insignificant, it can be stated if the variable X1 (Lazada) has an effect on sales but does not affect the Effectiveness of Sales Increase in variable Y1.
3. The value of the X2 coefficient (Shope), has a value of 0.587 or 58.7%, the coefficient is positive and significant, it can be stated that if the variable X2 (Shope) has an effect on sales and affects the Effectiveness of Sales Increase in variable Y1.
4. The coefficient value of X3 (Tokopedia) has a value of 0.309 or 30.9%, the coefficient is positive and significant. It can be stated that the X3 variable (Tokopedia) has an effect on sales and has an effect on the Effectiveness of Sales Increase in variable Y1.

5. The value of the X4 coefficient (Bukalapak), has a value of 0.068 or 6.8%, the coefficient is positive but insignificant can be stated if the X4 variable (Bukalapak has an effect on sales but does not affect the Effectiveness of Sales Increase in Y1 variable.
6. The coefficient value X5 (BliBli), has a value 0.062 or 6.2% positive but insignificant coefficient can be stated if the variable X5 (BliBli) has an effect on sales but does not affect the Effectiveness of the Increase in Sales of variable.
7.

The differences between this research and previous research are as follows:

1. The difference between this study and the research conducted by Yenny Sugiarti, Yenny Sari and Mochammad Arbi Hadiyat (2020), which lies in the object of research where Yenny Sugiarti et al examines the Role of E-Commerce Micro, Small and Medium Enterprises (MSMEs) Sambal (Sugiarti, Sari and Hadiyat, 2020)
2. While the difference between this research and Tengku Khairil Ahsyar, Syaifullah, and Ardiansyah (2020) with the title "E-Marketplace Media Development for Promotion of Micro, Small and Medium Enterprises, Pekanbaru City Small and Medium Enterprises Cooperatives" lies in the method in which Tengku's research uses the Payback Period and Return on Investment (ROI) (Ahsyar, Syaifullah and Ardiansyah, 2020)
3. Likewise, research conducted by I Putu Artaya and Tubagus Purworusmiardi (2019) has differences in the results of testing using Crosstabs (Artaya and Purworusmiardi, 2019)

CONCLUSION

The results of the study show that the independent variables X1 (Lazada), X2 (Shope), X3 (Tokopedia), X4 (Bukalapak) and X5 (BliBli) are effective as Marketplace Platforms in increasing sales in the New Normal Era, where researchers prove a significant effect simultaneously which can be explained by the f-test where f-count has a value of 11.335 on 5% real level, and a significance value of 0.000.

The closeness of the relationship between the independent variables X1 (Lazada), X2 (Shope), X3 (Tokopedia), X4 (Bukalapak), X5 (BliBli) with the dependent variable Y1 (Sales Level Effectiveness) obtained a multiple R value of 0.613 or 61.3%. While the R square coefficient (R2) on the dependent variable (Y1) shows a value of 0.376 or 37.6% which is influenced by the independent (X1, X2, X3, X4 and X5).

Based on the t test X2 (Shope) has a value of 0.587 or 58.7% and X3 (Tokopedia) has a value of 0.309 or 30.9% the coefficient is positive and significant, which can be stated that the variables X2 (Shope) and X3 (Tokopedia) are effectively used as The Marketplace Platform in the New Normal Era because it affects the Y1 variable (Sales Level Effectiveness).

Suggestions that can be given from research on the Effectiveness of Role in Marketplace Entrepreneurial Women in Lamongan City as a Means to Increase Sales in the Era New Normal is as follows:
1. Utilizing Shope and Tokopedia as the marketplace platforms mainly because they are more effective in increasing the sales of women entrepreneurs in the city of Lamongan.

2. Using more marketplace platforms as a medium for promoting the sale of women's entrepreneurial goods / products in the city of Lamongan.

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