

## Online Sales Analysis Through Marpoken *Delivery* And Suru-Suru *All Services Delivery* To Increase Turnover (Study On Culinary Traders In Pasar Baru Panyabungan, Mandailing Natal District)

Maisaroh<sup>1</sup>, Zuhrinal M. Nawawi<sup>2</sup>, Atika<sup>3</sup>, Rifki Maulana<sup>4</sup>, Rizki Ramadhan Tanjung<sup>5</sup>, Eprimanta Simarmata<sup>6</sup>, Ilham Akbar<sup>7</sup>

Universitas Islam Negeri Sumatera Utara Medan

Korespondensi Penulis:

[mnasution765@gmail.com](mailto:mnasution765@gmail.com)<sup>1</sup>, [zuhrinal.nawawi@uinsu.ac.id](mailto:zuhrinal.nawawi@uinsu.ac.id)<sup>2</sup>, [atika@uinsu.ac.id](mailto:atika@uinsu.ac.id)<sup>3</sup>,  
[maulanarifki712@gmail.com](mailto:maulanarifki712@gmail.com)<sup>4</sup>, [rizkiramadhantanjung26@gmail.com](mailto:rizkiramadhantanjung26@gmail.com)<sup>5</sup>,  
[eprimantasimarmata@gmail.com](mailto:eprimantasimarmata@gmail.com)<sup>6</sup>, [ilham22akbar11@gmail.com](mailto:ilham22akbar11@gmail.com)<sup>7</sup>

### Abstract

*This research aims to analyze online sales through Marpoken Delivery and Suru-Suru All Delivery services towards increasing turnover for culinary traders in Pasar Baru Panyabungan, Mandailing Natal Regency, North Sumatra. This research was conducted using a qualitative method with a descriptive approach using primary and secondary data taken from traders who use Marpoken Delivery and Suru-Suru All Delivery services, and from owners of Marpoken Delivery and Suru-Suru All Delivery services. The data collection technique in this research uses interview techniques and the analysis technique used is non-statistical analysis techniques. Based on data analysis, the research results show that the existence of Marpoken Delivery and Suru-Suru All Delivery for traders at Pasar Baru Panyabungan can make it easier for online traders to market their products. The existence of this application has proven to be able to help culinary entrepreneurs increase their turnover. Factors that influence traders in choosing the Marpoken Delivery and Suru-Suru All Delivery applications at Pasar Baru Panyabungan are being able to expand the target market, being able to increase sales turnover and being able to reduce operational costs in shipping/delivery. The contribution of Marpoken Delivery and Suru-Suru All Delivery in helping business competition for traders in Pasar Baru Pasambungan gets different turnover results for each trader in Pasar Baru Kec. Connections.*

**Keywords:** Increased Turnover, Online Sales.

### Introduction

Buying and selling activities are usually carried out by sellers and buyers meeting in one place and carrying out buying and selling transactions. However, along with the development of information technology, buying and selling transactions can be carried out online via electronic media, so that transactions can be carried out without having to meet between the seller and the buyer to reach an agreement. (Cahya et al., 2021)

Internet technology is already familiar to several entrepreneurs and business people. Currently, many entrepreneurs have used internet media as a means of information about the products they sell and improving customer service, this is done solely to increase their sales

turnover, considering that the virtual world knows no boundaries of space and time. Providing an opinion about sales turnover is the total amount of income obtained from the sale of goods/services within a certain period of time (Wulansari, 2015).

In 2017, the development of online transportation increased rapidly after its launch two years ago, namely in 2018, which resulted in various responses from the public, including business people, students and employees. This was welcomed positively, because the existence of online transportation can make things easier for the community (Sinulingga, et al(2022). Moreover, business people in several areas welcome it very positively, because for them it can help them reach consumers who are located near or very far from their business location. Another alternative besides using online transportation to reach consumers can also be using social media (Zamrudi, Z., and T. Wicaksono, 2019). However, the weakness of using social media is that restaurant entrepreneurs have to provide their own *delivery* order services.

Marpoken *Delivery* is an innovative online ordering service or the work of a native son of Mandailing Natal using an Android application. This application was inaugurated on February 14 2021. In February there were only 4 users of the Marpoken *Delivery application* , as time went by in June the application users increased to 30 users with 4 star reviews . *Delivery* is an Online Application-based two-wheeled vehicle pick-up service in Aek Lapan Kel. Sipolu-Polu District. Panyabungan District. Mandailing Christmas.

By using the Marpoken Marpoken *Delivery* and Sururu *All services Delivery* restaurant entrepreneurs don't have to provide a large budget to develop their own *delivery* order service, so marpoken *delivery* and suru-suru services *All Delivery* can be a very helpful alternative. Restaurant business owners can have *delivery* order services without having to prepare their own fleet and delivery people. That way, entrepreneurs don't need to pay HR for *Delivery* . What's even better is that entrepreneurs don't even need to have a store or shop to sell. Marpoken *Delivery* and suru- suru services *for all Delivery* also allows market share to expand. Just imagine, currently there are approximately one million online transportation partners spread across Mandailing Natal, the conditions are quite easy, just work together with marpoken *Delivery* and suru-suru *All Delivery* so that menus or culinary products sold by restaurants or restaurants are automatically listed on the go-food menu (Hasan, Muhammad, Dwi Wahyu Artiningsih, and Teguh Wicaksono, 2019).

With the Marpoken *Delivery* and Suru- Suru *All Delivery services* , it should make it easier for culinary business sellers to sell their food or products. However, in fact, when the author made observations in the field, the author found that many food outlet owners received mediocre income or had no significant impact even though they had partnered or collaborated with the Marpoken Marpoken *Delivery and Suru- Suru All Delivery applications*. due to several problems such as the high level of competition or lack of people's purchasing power or other reasons.

Seeing the problems above, the author is interested in conducting thesis research with the title "**Analysis of Online Sales through Marpoken *Delivery* and Suru- Suru *All Delivery Services* on Increasing Turnover (Study of Culinary Traders in Pasar Baru Panyabungan, Mandailing Natal Regency)"**

## Theoretical Study

### Marketing

Marketing *is* the activity of continuing the flow of goods or services from producers to consumers or users. According to Sofyan Assuari, marketing is an effort to provide and deliver goods and services at the right place and time and at the right price with the right

promotion and communication. The goal of marketing itself is to understand customers in such a way that the product or service is also suitable for customers. Then it sells itself (Hery,2019).

The aim of marketing is to provide information to potential consumers in detail about the products produced and the company can provide all their requests for the products produced. The company can explain in detail all activities related to marketing. These marketing activities include explanations about the product, product design, product promotion, product advertising so that it reaches consumers quickly, getting to know and understanding consumers in such a way that the product suits them and can sell itself.

### **Sale**

Sales are buying and selling activities carried out by two or more parties using legal means of payment. The main goal is of course to make a profit from the products or goods sold. The definition of sales according to Soemarso in his book entitled Accounting An Introduction, states: "Sales are the sale of merchandise by a company, sales can be made on credit and in cash" (Destriyanti & Windi , 2023 ) Sales is a process where the seller will satisfy all needs and desires buyers to achieve benefits for both parties that are sustainable and profitable for both parties. Sales are also the results achieved as compensation for services provided by business transactions in the business world. (Hartono, 2018)

Striving to increase sales and gain profits is the core of a business company. These two things determine whether a company will survive or not, which can be seen from whether or not the company is running smoothly in recruiting employees, purchasing company equipment, producing products, or providing reminders in services. The sales goal is to achieve business development as planned, by motivating sales team members to showcase their abilities. Management, like the job of selling itself, is an iterative process. (Setiawan, 2020).

### **Turnover**

Sales turnover is the amount of money from the sale of certain goods (merchandise) during a sales period. Turnover/turnover is the value of transactions that occur within a certain time, for example daily, weekly, monthly, yearly. Turnover is not a profit value, nor is it a loss value. A large turnover value with a small profit value or loss is evidence of management inefficiency and vice versa (Saputra, 2020). From the definition above, it can be stated that what is meant by sales turnover is the total amount of goods and services calculated based on the net profit from the company's profit and loss report (operations report) during a sales period. Efforts to increase turnover are plans that outline the company's hopes and objectives regarding the impact of various creativity or marketing programs on demand for its products or product sales lines in the market.

According to Kotler et al (2009) In practice, sales activities are influenced by several factors as follows:

- 1) Seller's Conditions and Capabilities.
- 2) Market Conditions.
- 3) Capital.
- 4) Company Organizational Conditions.
- 5) Other factors , such as: advertising, displays, campaigns, giveaways, often influence sales.

## Research Methods

The type of research used in the research is descriptive qualitative research. This research was conducted on business owners who joined Marpoken *Delivery* and Suru-suru *AllDelivery*.

The data used in this research are primary data and secondary data. Primary data used In this research, primary data was obtained through interviews with five traders in the new market, and five people delivering goods or food *Delivery* and Suru-Suru *All Deliver*. Secondary data in this research is in the form of previous sales reports from Marpoken *Delivery* and Seru- Seru *All Delivery*, as well as previous research papers related to related research.

The data analysis technique in this research is. In this qualitative research, non- statistical analysis is used, meaning that the data processed is described (descriptive) accompanied by interpretation by relying on the researcher's imagination, intuition and creative power which is interpreted into words and then presented in writing in the form of a report. study.

## Research Results And Discussion

### A. General Description

MARPOKEN *DELIVERY* is an online ordering/ *delivery service* created by a native son of Mandailing Natal in Kab. Mandailing Natal, which uses an Android application to provide easy access for service users in ordering food delivery, goods delivery and shopping according to the needs of MARPOKEN *DELIVERY service users*. Marpoken *Delivery* was inaugurated on February 14 2021 on Jl. H. Adam Malik, Sipolu-polu, Panyabungan, Mandailing Natal Regency, North Sumatra, Indonesia. With the motto, " *Our main priority is to serve wholeheartedly, trust Marpoken Delivery.*" .

Suru - suru *All Delivery* is an application-based transportation service provider in Mandailing Natal. Suru - Suru *All Delivery* application was inaugurated on July 12 2019 at the Pelangi Complex, Parbangunan Village, Raja Batu, Kec. Panyabungan, Mandailing Natal Regency, North Sumatra. With the motto, " *Ready to Serve Wholeheartedly, Customer Satisfaction is Our Priority.*"

### B. Research Results

#### 1. Online sales via Marpoken *Delivery* and Suru- suru *All services Delivery* at Pasar Baru Panyabungan District

In the Marpoken *Delivery* and Suru-suru *All Delivery applications*, there are areas which are the areas that carry out transactions most frequently, one of the areas that uses it the most is the Panyabungan sub-district because there are many food outlets in that area.

From the results of interviews with business owners who joined Marpoken *Delivery* and Suru-suru *All Delivery* in Panyabungan District, researchers found that the existence of the *Marpoken Delivery* and *Suru-suru All Delivery applications* clearly led to an increase in trader turnover at Pasar Baru Panyabungan. All interviewees expressed their satisfaction since joining the application apart from having an impact in increasing sales, promoting products sold without spending a budget, marketing products even without a kitchen, one of the interviewees even only

used a cart as a sales stall. Of all the sources interviewed, only one source did not feel an increase in turnover while joining the *Marpoken Delivery* and *Suru-suru All Delivery applications*.

## **2. What factors influence traders in choosing the *Marpoken Delivery* and *Suru-Suru All applications Delivery* at Pasar Baru Panyabungan**

Many culinary business actors still experience various external and internal obstacles. Externally related matters include: a) limited access to business financing, b) high infrastructure costs and internally related matters, including: a) human resources, b) marketing and technology, c) intellectual capital.

In determining what type of online application to use, it is usually determined by several factors, namely internal factors such as the owner's willingness to innovate, the owner's personal attitude towards new technology and external factors such as business competition and market conditions, as well as technological factors such as ease of use of technology and the benefits that will be obtained when using this technology.

The factors that determine culinary business actors to use online applications are profits, knowledge and expertise of the owner, increased productivity and the external environment. Syed Zamberi Ahmad, et al (2015)

Therefore, traders in Pasar Baru Panyabungan District chose the *Marpoken Delivery* and *Suru-suru All Delivery applications* to be used for online sales. Based on the results of the interview, there are several factors that influence traders in choosing the *Marpoken Delivery* and *Suru-Suru All Delivery applications* at Pasar Baru Panyabungan as follows:

- a. Can reach a wide market (target market) because it is online
- b. Can increase sales turnover
- c. Can increase the popularity of culinary businesses
- d. No need for your own courier

In this case, culinary business traders in Pasar Baru, Panyabungan District, said that this application could be a means of increasing sales turnover, especially since accessing the online application is very easy. Even people who live in villages are currently not left behind at all in making sales or purchases via online applications.

## **3. Contribution of *Marpoken Delivery* and *Suru- Suru All Delivery* in Helping Traders' Business Competition in the Pasambungan New Market**

All traders who join and partner with *Marpoken Delivery* and *Suru-suru All Delivery* experienced an increase in turnover, although some traders experienced an increase that was not significant or even did not experience an increase in turnover at all.

*Marpoken Delivery* and *Suru-suru All Delivery* applications can provide great benefits to the competitive business world. Traders who are able to compete in this competition are traders who are able to implement or use the application. One way of implementing this is to increase business competition and product sales through the *Marpoken Delivery* and *Suru-suru All Delivery applications*, namely by marketing various kinds of products.

In a world of intense competition, satisfying customers cannot be the only goal to be achieved. Today's consumers are constantly trying to compare services from different merchants so that consumers get what provides the best benefits for them. Competition conditions are very demanding for traders in Pasar Baru Panyabungan

District to be able to survive. As a culinary business actor, you must implement appropriate competitive and marketing strategies to increase sales and customer trust.

The intensive strategy is to penetrate the market by improving product quality, service quality, promotions/discounts and adding product variants to meet customer needs and tastes. Some culinary practitioners in Pasar Baru, Panyabungan District, view competition as something that is less profitable because if more traders are involved in the competition process, profits will decrease. To be able to win in competition, culinary business actors often have to reduce prices to win consumers. This price reduction will of course result in reduced profits. Thus, it is logical that culinary business actors choose not to compete

### Conclusion

Based on the results of research and discussions that have been carried out regarding Online Sales Analysis through *Marpoken Delivery Services* and *Suru-Suru All Delivery* on Increasing Turnover (Study of Traders at Pasar Baru Panyabungan, Mandailing Natal Regency) the following conclusions can be drawn:

- 1) The contribution of the existence of *Marpoken Delivery* and *Suru-Suru All Delivery* to increasing turnover for traders at Pasar Baru Panyabungan can make it easier for online traders to market a product, because when they market the products they sell via the application, many people can see the products being offered.
- 2) Factors that influence traders in choosing *the Marpoken Delivery and Suru-Suru All Delivery applications* at Pasar Baru Panyabungan are being able to expand the target market, being able to increase sales turnover and being able to reduce operational costs in shipping/delivery.
- 3) The contribution of *Marpoken Delivery* and *Suru-Suru All Delivery* in helping business competition for traders in Pasar Baru Pasambungan is in line with the results of interviews that there are different turnover income comparisons for each trader in Pasar Baru Kec. Connection.

### Bibliography

- Atika. (2020). *Islamic Microeconomics*. Medan: FEBI Press UINSU
- Cahya, AD, Martha, D., & Prasetianto, S. (2021). Analysis of Go-Food Services in Increasing Culinary Sales in Yogyakarta. *Journal of Management*, 13 (2), 264 – 272
- Destriyanti, W. (2023). Legal Protection for SM All Dynamic Micro, Small and Medium Enterprises Regarding the Buying and Selling Process in Kutakarya Village, Kutawaluya District. *Abdima Student Service Journal*, 2 (2), 4641 – 4648
- Hartono, W.J. (2018). Design of a Cash Sales Accounting System at the Satria Mobile Shop in Pekanbaru. *Journal of Computer Science and Business*, 9(1), 2000 – 2023
- Hasan, M., Artiningsih, DW, & Wicaksono, T. (2019). Analysis of the Existence of Go-Food Services in Increasing Sales at Restaurants in Banjarmasin. *Al-Kalam: Journal of Communication, Business and Management*, 6 (2), 15 – 27
- Harry. (2019). *Marketing Management*. Jakarta: PT. Grasindo.
- Kotler, P. Molan, B. Sarwiji, B. Lane, K. (2009). *Marketing Management*. Jakarta: Erlangga
- Saputra, MA (2020). The Effect of Online Sales through Merchant Go Food Partners on Increasing Turnover in Culinary Businesses on Jalan Garuda Sakti Simpang Baru, Tampan District, Pekanbaru City. *Thesis*, Islamic University of North Sumatra.
- Setiawan. (2020). Understanding Sales, Types, Goals, Factors, Markets, Experts. URL: <https://www.gurupendidikan.co.id/pengertian-pejualan/> accessed July 27, 2023

- Sinulingga, CP, Nawawi, Zuhrinal. M. (2022). The Influence of E-Commerce on Entrepreneurial Interest in the Global Era. *Journal of Computer Science, Economics, and Management*. 2 (1). 1611 – 1617
- Wulansari, DA (2015). The influence of online sales on the sales turnover of Zieta Boutique, Sewulan Village, Kec. Trade District. Madiun. *E quilibrium: Scientific Journal of Economics and Its Learning* , 3 (2), 134 – 143.