

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh pemasaran daring terhadap volume penjualan lima produk unggulan di Toko Tani Indonesia Centre (TTIC) Yogyakarta dan mengetahui perbedaan volume penjualan sebelum dan sesudah penerapan pemasaran daring. Pengaruh pemasaran daring dianalisis menggunakan analisis regresi linear berganda pada periode April 2020-Maret 2021, sedangkan perbedaan volume penjualan dianalisis menggunakan *t-test paired two sample for means* pada periode 14 hari dan 50 hari. Hasil penelitian menunjukkan bahwa variabel pemasaran daring secara simultan berpengaruh positif dan signifikan terhadap volume penjualan telur ayam ras, daging sapi, dan bawang merah di TTIC Yogyakarta. Secara parsial, variabel harga berpengaruh negatif secara signifikan terhadap volume penjualan telur ayam ras dan daging sapi. Variabel teknologi secara parsial berpengaruh positif secara signifikan terhadap volume penjualan pada produk daging sapi, telur ayam ras, dan gula pasir. Variabel pengunjung halaman berpengaruh positif signifikan terhadap volume penjualan pada daging sapi dan bawang merah di TTIC DIY.. Pada jangka pendek volume penjualan setelah penerapan pemasaran daring tidak berbeda nyata dengan volume penjualan sebelum penerapan, sedangkan volume penjualan setelah penerapan pemasaran daring berbeda nyata dengan volume penjualan sebelum penerapan pada jangka panjang.

Kata kunci: volume penjualan, pemasaran daring, TTIC Yogyakarta

ABSTRACT

This research's objectives are to determine the effect of online marketing on the sales volume of five superior products at Toko Tani Indonesia Center (TTIC) Yogyakarta and to determine the difference in sales volume before and after the application of online marketing. The effect of online marketing was analyzed using multiple linear regression analysis during April 2020-March 2021, while differences in sales volume were analyzed using *t-test paired two sample for means* in the period of 14 days and 50 days. The results showed that The online marketing variables simultaneously have positive and significant effect on the sales volume of broiler eggs, beef, and shallots at TTIC Yogyakarta. Partially, the price variable has a significant negative effect on the sales volume of broiler eggs and beef. The technology variable partially has a significant positive effect on the sales volume of beef products, broiler eggs, and granulated sugar. The page visitor variable has a significant positive effect on the sales volume of beef and shallots at TTIC DIY. In the short term, the sales volume after the implementation of online marketing was not significantly different from the sales volume before the implementation, while the sales volume after the implementation of online marketing was significantly different from the sales volume before the implementation in the long term.

Key words: sales volume, online marketing, TTIC Yogyakarta