

ABSTRACT

Micro, small and medium enterprises (MSMEs) in Indonesia, especially in the city of Bandung, have been affected by the Covid-19 pandemic. Phenomena that occur such as the Covid-19 pandemic have resulted in many shopping centers, restaurants and other industries having to close. The impact of the covid-19 pandemic has resulted in market demand experiencing a significant decline. With the current problem, the Covid-19 pandemic is forcing us to adapt to lifestyle changes in the people of Bandung City, one of which is shopping online and in this way the community also encourages consumers to shop online. SMEs change the way they sell. By selling using e-commerce, it is easier for buyers to be able to access 24 hours non-stop. This study aims to describe the effectiveness of using Shope Food's E-commerce in increasing sales volume.

According to Laudon & Traver (2013) E-commerce is a commercial transaction between individuals and organizations on digital platforms. Meanwhile, according to Rangkuti (2009), sales volume is an achievement in quantitative terms in terms of physical or unit of a product. Sales volume can be used as a reference in the ups and downs of sales.

This study uses descriptive quantitative methods and the sampling technique used is nonprobability sampling with purposive sampling type so as to produce a sample in this study, namely 100 respondents who are a person or group of MSME sellers who have used Shopee food e-commerce to sell their products in the Bandung area. The data that has been collected is then analyzed descriptively and also using the SPSS 25 for Windows application.

The results of research that have been carried out regarding the effect of e-commerce on Shopee Food's sales volume on MSME products in the city of Bandung, the variables obtained are Interface (X1), Navigation (X2), Content (X3), Reliability (X4), and Technical (X5) provide a positive and significant influence on the variable sales volume on SMEs in the city of Bandung.

The conclusion in this study is that e-commerce has the effect of increasing sales volume on MSMEs and the Content variable has more influence on increasing sales for MSMEs because it gives sellers the flexibility to do branding such as logos, store names, and other information about store profiles.

Keywords : e-commerce, sales volume, shopee food, MSMEs