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The Effectiveness Of Woocommerce In Increasing Sales Aokyhijab Store Bandung

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ABSTRACT

This research seeks to evaluate the impact of WooCommerce on boosting sales at the Aokyhijab online store, based in Bandung. A qualitative research method with a descriptive approach was employed to gain a clearer understanding of the issues encountered and to propose potential solutions. Aokyhijab is a small business specializing in fashion and conducts its operations primarily through various e-commerce platforms. The business faces challenges such as suboptimal marketing efforts, inadequate promotional activities, and a consequent drop in sales. The research suggests several strategies to address these issues, including utilizing Ads Manager for advertising, creating engaging content, collaborating with influencers, and adapting to trends by introducing reseller or dropshipping models.

Keywords: Effectiveness, Woo-Commerce, Sales

12 INTRODUCTION

In today's digital age, the advancement of information systems significantly influences a company's performance and economic growth. Effectively leveraging technology is essential for creating an innovative business that fosters improved customer interaction (Asipi & Duraković, 2020). Information technology has emerged as a powerful and efficient tool to enhance user experiences and provide various advantages. The application of technology in business operations is commonly referred to as e-commerce (H et al., 2020). E-commerce refers to the process of conducting commercial transactions electronically, using the internet as the platform for exchanges (Arif et al., 2024). According to Shabur Miftah Maulana, Heru Susilo, and Riyadi, e-commerce involves the electronic exchange of goods and services between consumers and businesses, or between companies, using computers as the medium for conducting transactions. The platform commonly utilized for these exchanges is the World Wide Web (Syuhendra & Hamdani, 2020). In this case, e-commerce plays an important role in the economic growth of the company. (Shi, 2021). As a broader marketing channel, customers are more easily transacted and provide a virtual experience for customers. (Hariguna & Ruangkanjanases, 2024).

In 2022, the number of e-commerce businesses increased by 4.46 percent. Technological advancements, along with improved infrastructure and simplified regulations, have driven the expansion of digital-based enterprises. According to data from the Central Bureau of Statistics, individual businesses accounted for 79.28 percent of e-commerce activity in 2023 (Central Bureau of Statistics, 2023). The largest number of e-commerce businesses is in the Java Island province as much as 21.45 percent with various business categories. The following percentage data using e-commerce as a transaction medium according to West Java province can be seen in table 1.

Table 1. percentage of e-commerce businesses by province of West Java from 2019 - 2023

Year	2019	%	2020	%	2021	%	2022	%	2023
Total	20,46	4,32	88,25	(0,37)	32,29	(1,00)	32,23	1,38	44,64

Table 1. Central Bureau of Statistics, (Data processed)

Aokyhijab is a small business specializing in hijabs for teenagers and adults. Established in 2019, the owner initially sold products offline and through social media, eventually expanding into online marketplaces a few months later. Aokyhijab offers a range of premium voal pattern hijabs, pashminas, and outerwear, with prices varying based on the quality of the materials used. Despite not manufacturing its own products, Aokyhijab has successfully navigated the competitive fashion market and grown to employ several staff members to ensure excellent customer service.

Effectiveness

According to Ravinato, effectiveness is how well the work is done, the extent to which people produce the expected output, meaning that if a job can be completed according to plan, both in time, cost and quality, it can be said to be effective. (Sudartono, 2019). Effectiveness can be said to be an effect or result of work or activities carried out in accordance with the objectives or expected. (Bagus et al., 2023). The extent to which effort is mobilized to achieve the initial goal (Otoo, 2024). According to Jamaili, effectiveness is the use or implementation of information system technology within a company, which can be seen from the way users identify data, access data, and interpret data. (Amanda & Sudartono, 2023).

Woo Commerce

Woo Commerce is one of the e-commerce plugins in WordPress that is in great demand and popular for creating online store websites as a promotional medium without having to enter coding or programming languages. Woo Commerce provides a variety of complete features with attractive designs, is easy to use, is open source and has guaranteed security. (Anggoro & Susanto, 2024) (Marlina et al., 2021).

Sales

Sales is a process where the seller provides goods to consumers with the aim of obtaining money as payment. (Gunawan, 2023). Sales can be interpreted as giving and receiving between sellers and buyers with a legal agreement. To get sales, a good marketing strategy is needed or better known as the marketing mix. (Tiris Sudartono and Dani Saepudin, 2020). Marketing mix is a 7P concept that contains the core elements of the marketing system, namely product, price, place, promotion, people, process and physical evidence. (Ravangard, 2020). Therefore, the marketing mix is needed to increase sales to the company. (Andi Erni Amelia et al., 2024).

Marketplace

Marketplace is an e-commerce platform where sellers can sell their products either goods or services to customers on the site that has been provided by the marketplace. Marketplace provides convenience both in terms of sellers and customers, facilitates buying and selling transactions, increases efficiency in transactions, provides security in transactions, and expands marketing. Therefore, the marketplace is needed to increase sales in a company. (Darmawan & Gatheru, 2021).

Aokyhijab Sales Data 2023

Table 2

Month	Sales(pcs)	Percentage
January	231	-
February	203	(12,12)
March	310	52,71
April	842	171,61
May	289	(65,68)
June	324	12,11
July	207	(36,11)
August	173	(16,43)
September	143	(17,34)
October	114	(20,28)
November	57	(50,00)
December	60	5,26

Source: Aokyhijab Sales Data 2023 (Data processed)

As shown in Table 2, Aokyhijab's sales experienced a notable decline over the last six months of 2023. April recorded the highest sales, reaching 842 units, which represented a 171.61% increase compared to the previous sales of 310 units. However, the lowest sales occurred in November, with only 57 units sold, marking a significant drop of 50.00%. While sales peaked in April, Aokyhijab saw a smaller but steady increase from April to year-end, with growth percentages of 12.11% in June and 5.26% in December. The decline in sales that occurred in aokyhijab was thought to be due to a lack of marketing in the era of the onslaught of fashion businesses that began to enter e-commerce. Based on the description above, the authors are interested in conducting research with the title "The effectiveness of Woo Commerce in supporting sales at the Aokyhijab shop" with the aim of outcome out the causes of why a decline in sales can occur and outcome the right solution to increase sales at the aokyhijab online store.

RESEARCH METHODOLOGY

This research uses a qualitative method with a descriptive approach. Qualitative method is a method used to research and understand a meaning and describe the problem. The qualitative method includes an observation process where the researcher visits the research site with the intention of understanding the situation and conditions that take place, then the next process the researcher conducts an interview with the owner and asks several questions about issues related to the sales phenomenon. The last process is that the researcher collects several documents and analyzes them in order to obtain useful formation.(Abdussamad, 2021).

According to Sugiyono (2021: 52) Qualitative research methods are search methods based on interpretive philosophy used to research on natural object conditions. Data collection techniques are carried out by observation, interviews and documentation. The results of qualitative research can be outcomes of potential or problems, the uniqueness of objects, the meaning of an event, social processes and interactions, certainty of data truth and hypothesis outcomes.(Sugiyono, 2021). Descriptive is the process of accurately explaining data, situations and phenomena. In other words, this method aims to research the state of certain objects, explain in detail the phenomena that occur and describe the phenomena that have been studied.

RESULTS AND DISCUSSION

Based on the observations of researchers, the Aokyhijab shop which operates online on several social media such as Instagram, Facebook, marketplace and website. By prioritizing customer convenience, improving service quality, presenting the best product ingredients and good packaging of goods is good enough in marketing products.(Gumilang & Wulan Ariani Damayanti, 2024). However, there are many hijab competitors who present lower prices, the trend of reseller and dropship systems has made the Aokyhijab Shop experience a significant decline in sales. Where many competitors present similar product materials at low prices but in terms of packaging goods are not as good as at the Aokyhijab Shop. In its marketing strategy, Aokyhijab uses a marketing mix strategy with the 4P concept:

1. Product

According to Budi Karyanto. A product is something that can be sold in the form of goods or services that can provide benefits, fulfill consumer desires and can satisfy consumers. Basically, customers don't buy products or services, but buy the benefits of something offered. (Budi Karyanto, 2021). The product sold by Aokyhijab is a rectangular hijab with various motifs, colors and some are plain. Aokyhijab's strategy in displaying products on the Website using Woo Commerce can be seen in Figure 1.

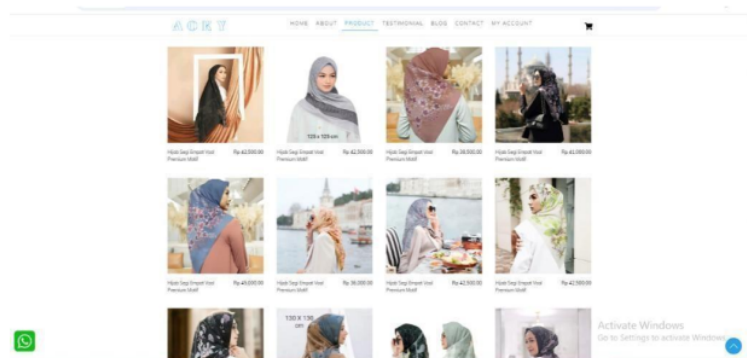


Image 1. Product Page View

2. Price

Price is the cost that must be incurred by customers to buy products or policies set by business owners in determining the price of the products they sell to the market. Pricing on a product is based on the main raw material, where by setting the right price the business owner can make a profit. Based on the results of interviews with Aokyhijab, the prices offered by Aokyhijab range from Rp. 35,000 - Rp. 55,000 with standard quality according to the market market.(Hanif & Parantika, 2023). The price display on the Aokyhijab Website can be sorted by popularity, lowest price to highest or vice versa, and many people give ratings. The following can be seen in Figure 2:

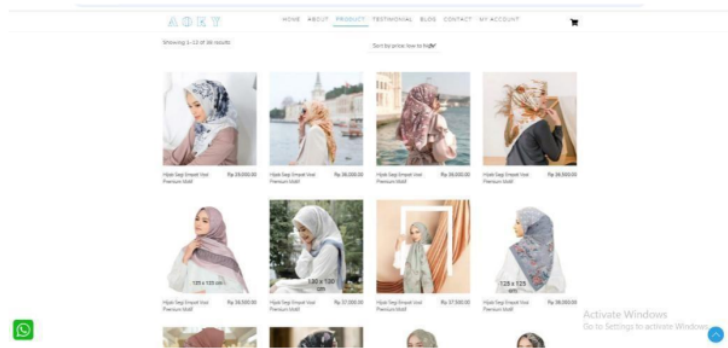


Image 2. Sorted Price Display

3. Place

Place is the location where customers can find, use, access and buy products provided by business owners. This can make it easier for customers to buy and meet customer needs.(Sa'adah, 2021). Aokyhijab's marketing location operates online in several e-commerce. Based on the results of interviews with Aokyhijab, this is so that customers can access and fulfill their needs anywhere with internet access. The application used is Wordpress with the Woo Commerce plugin with its own aokyhijab site. The following can be seen in Figure 3:



Image 3. Website Page View

4. Promotion

Promotion is a way for business owners to reach the target market so as to generate sales. The promotion carried out by Aokyhijab is in the form of free shipping with a minimum purchase of more than 10 products, a payday promotion in the form of a 30 percent discount with a minimum purchase of Rp. 150,000 and a month-end promotion 10 percent discount with a minimum purchase of Rp. 150,000. (Chen & Walsh, 2024). The following can be seen in Figure 4:

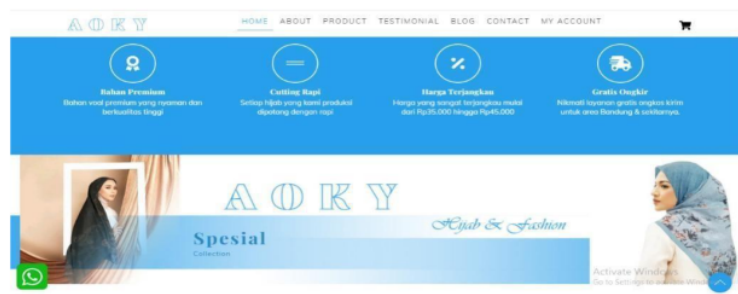


Image 4. Promotion Page View

With the 4P marketing mix strategy approach. Aokyhijab seeks to streamline the website with stages that can make it easier for customers to transact with Aokyhijab where customers can access the Aokyhijab website anywhere and anytime, see the products being sold, find out the description of the desired product ingredients, claim vouchers, get promotions in the form of free shipping, and make payment transactions.

Based on observations and results from sales in 2023. The author argues that the strategy in increasing sales through the effectiveness of Woo Commerce with the marketing mix strategy approach is still not maximized. Aokyhijab needs to add another new strategy in the form of vigorous promotion outside the website, namely:

1. Content
Promoting by creating content about the store that can be directed to visit the Aokyhijab website and marketing in various media using advertisements in Ads Manager. Of course, creativity is needed to create different content and can get the emotional target market.
2. Influencer
Using influencer services or better known as organic advertising can be an option if Aokyhijab is confused about creating content. Aokyhijab only needs to find influencers who match the products to be sold and give reciprocity according to the agreement of both parties.
3. Open Reseller/Dropship
Provide opportunities for others by offering open reseller or dropship with several conditions that can benefit and increase Aokyhijab sales.

This is in accordance with the results of research from (Joseph Akam MPUON, 2023) which states that promotion using advertising can increase sales and increase the value of the store brand. With these steps, it is predicted that sales will increase and generate profits for Aokyhijab.

CONCLUSIONS AND SUGGESTIONS

Conclusion

From the observations and analysis of the collected data, it can be concluded that the website utilizing WordPress with the WooCommerce plugin has been less effective in driving sales. This may be attributed to insufficient promotional efforts, which have failed to draw potential customers to the site and encourage transactions. Additionally, Aokyhijab faces challenges in competing with rivals offering lower prices and not capitalizing on trends that could boost sales, such as running ads, collaborating with influencers, and implementing reseller or dropshipping models.

Advice

To boost sales and foster growth for Aokyhijab, which operates online, several strategies can be implemented. These include running ads through Ads Manager, producing engaging content, leveraging influencer partnerships, conducting regular promotions, and encouraging others to join as resellers or utilize the dropshipping model. These efforts are expected to enhance brand visibility and potentially lead to increased sales for Aokyhijab.

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PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6