

Conference Paper

Marketing Strategy Analysis Generating of Traffic and Sales Conversion in Shopee (Case Studies at Roemah Aisya Store)

Novitasari*, Hastuti Redyanita

Department of Accounting, Politeknik Negeri Jakarta, Indonesia

*Corresponding author:

E-mail:

novitasari@akuntansi.pnj.ac.id

ABSTRACT

Due to Covid-19 Pandemic, People finally make a business and fulfill their needs from home, one of them is to utilize the marketplace. Shopee as the highest marketplace has step-up its number of sellers, viewers, and transactions. More sellers in Shopee make the high seller competition climate. One of the sellers in Shopee, Roemah Aisya store, is going through this competition. There are more "braver" sellers that influence the turnover of Roemah Aisya. It declines in the year-end sales. The reasons for the declining turnover of Roemah Aisya are low traffic and sales conversion as well as it hasn't applied accurate marketing strategies in the middle of pandemic and tight competition in Shopee. This research aims to give sale strategic solutions for the problems faced by Roemah Aisyah. This research uses a qualitative descriptive method by analyzing Roemah Aisya sales and strategic marketing that can produce traffic and sale conversion. The result of research explains that the unstable of Roemah Aisya sales is caused by low traffic and sale conversation. Roemah Aisya hasn't optimized features and services in Shopee yet. These implications of research for the management field can give the marketing strategic plan and policy choice. It's expected that the research result can give the information contribution especially for Roemah Aisya and MSMEs in general, that is marketing strategy generating traffic and sales contribution in Shopee. Besides that this research result can contribute some suggestions for digital business policymakers.

Keywords: Pandemic, marketing, marketplace, optimization, traffic, conversion, sales

Introduction

The effect of rapid development of digital business and MSMEs business model alteration, as well as changes in people's consumption behavior especially in pandemic period recently, creates marketplace world more promising for both buyer and seller as easy, effective, equipped, and safe place for buying-selling online. According to Indonesia E-commerce Association (IdEA, 2021) until 2020, the number of marketplaces listed in idEA is about 63 marketplaces. From the result of the fourth quarter of 2020 mapping conducted by iPrice, the top marketplace position based on the highest number of viewers is occupied by Shopee with 129,320,800 monthly viewers. Shopee is listed as the top position making Shopee the choice for the seller as one of the most popular sales channels. Throughout the year 2019, the number of sellers in the Shopee platform was listed as 2,5 million accounts. This number increases continuously every year (Iprice, 2021).

The Shopee marketplace becomes a media creating consumer to get goods fast, and for the sellers, it is a promotion tool that can be done. The number of sellers utilizes Shopee with selling the same products but they are sold cheaper so that the competition level between sellers increases highly. Roemah Aisya store as one of the fashion sellers who has joined Shopee in 2017 takes part in the competition. The number of sellers is brave to sell their fashion products very cheap so that Roemah Aisya has a decline in sales turnover. Due to its problems, Roemah Aisyah

How to cite:

Novitasari, & Redyanita, H. (2022). Marketing strategy analysis generating of traffic and sales conversion in Shopee (Case studies at roemah Aisya Store). *Seminar Nasional Manajemen, Ekonomi, dan Akuntansi – Universitas Bangka Belitung (SEMEABB) IV Tahun 2021*. NST Proceedings. pages 11-20. doi: 10.11594/ nstp.2022.1702

should review its marketing strategies and should be smart in managing marketing strategies that can generate traffic and high sales conversion so that it can help to increase the sales of Roemah Aisya.

According to Effendi, the meaning of traffic was the total number of internet viewers from various places that visit businesses or online stores. It's usually the total number of viewers per day or per month (Efendi, 2021). Traffic comes from various places on the internet, some come from Search Engines, Facebook, Twitter, Youtube, Forums, or other websites. As usual, the greater the traffic comes to the website or online store, the greater the potential income is obtained (Darmawan, 2021).

Meanwhile, Conversion rate or conversion value is the percentage of website viewers who have done something that is in line with business goals, such as making a purchase. The high level of conversion shows the success of marketing and web design. Conversion rate is calculated by subtracting the number of users who convert (for example, by clicking on an ad) dividing by the overall size of the audience, converting it to a percentage (Wibowo, 2021; Darsin, 2019).

Marketing strategies can help to generate traffic and sale conversation. Traffic and high sale conversion will impact to sales turnover. Marketing strategies that can affect sales include a promotion, and product quality. Darsin explained that every additional level of advertising will increase sales. The same thing was explained in Niswa (2020) research that promotional strategies using free advertising on Shopee and sales promotions giving discounts as well as registering its products in flash sale Shopee program has a role in increasing product sales. Satria (2017) stated the same thing that buying interest is influenced by product price, promotion, and product quality factors simultaneously.

Based on the problems background and the previous research result, it's necessary to continue in-depth research on marketing strategies that can generate traffic and sales conversions in the marketplace, especially at Shopee. The formula for the question in this research is how the sales level of Roemah Aisya store at Shopee is and how marketing strategies can generate traffic and sales conversion at Shopee. It's expected that the research result can give information for MSMEs, specially Roemah Aisya store to apply appropriate marketing strategies which can increase its traffic and sales conversion, so that it will impact on increasing sales turnover in the end.

Material and Methods

The research location is at Roemah Aisya store as production place, display store, merchandise place, packing of goods up to goods despatch. The address of Roemah Aisya store is Jl. Raya Plumpung Semper no. 1 North Jakarta. The time of doing this research starts from the approval of research until the collection of the final report. The research object is sales data consisting of sales turnover, traffic level, and conversion. Roemah Aisya at Shopee. This research uses a descriptive research method with a qualitative approach. This research will use analytical techniques to explain and describe in detail the problems and solutions which can be provided.

Qualitative descriptive is a method that aims to describe in full and in-depth the social reality and various phenomena that happen in the community as the research subject so that characteristics, characters traits, and models of phenomena studied are described in depth. [9]. With the descriptive method, the aims of analyzing marketing strategies to generate traffic and sales conversion at Shopee in Roemah Aisya can describe clearly.

The data collection method used semi-structured interviews with the owner of Roemah Aisya store regarding the profile store, production process, business activities, sales turnover at Shopee. selling barriers at Shopee implemented strategies. The data collection using documentation method is obtained from Roemah Aisya store account at Shopee in the form of sales data, products photos, profile photos. Meanwhile, data collection using the literature review was obtained from journals, news articles, reference books, results of previous research, and other sources related to marketing strategies, online sales, marketplace, and other data related to this research.

Activities in data analysis in this research took place through 3 processes, namely: reduction data where data is obtained from interviews with the owner of Roemah Aisya store and documentation of Roemah Aisya store in Shopee were reduced based on the needs. The unnecessary data is separated or removed.; data display (data presentation), after the data is reduced, the next step is to display the data. In this research, the data presented is presented in the form of brief descriptions, pictures, and tables; Conclusion Drawing, the last step in qualitative data analysis is drawing conclusions and verification. The conclusion in qualitative research can be as description or discussion of the object of research, in this case about how the level of sales of Roemah Aisya for the period of February-July 2021 and how marketing strategies can generate traffic and sales conversion at Shopee.

Results and Discussion

Results

The profile of Roemah Aisya Store

The first of Roemah Aisya store was established in 2015 by renting a store on Jl. Raya Plumpang Semper no. 01 Rt. 13 Rw. 03 South Rawa Badak Village, Koja District, North Jakarta with rental cost Rp35 millions/year. The business owner of Roemah Aisya is Mrs. Linda Baharnis. Roemah Aisya store has 3 workers assisting in the store, but since the pandemic, the store's workers have been put home first. Meanwhile, the workers of the production division still work, that is six workers in the sewing division and one in the cutting division.



Figure 1, Production division of Roemah Aisya Store (Source: Personal Documentation 2021)

Roemah Aisya's products include denim leggings and jogger pants for women of various sizes. Meanwhile, for some products, Roemah Aisya collaborates with other convection. The products that collaborated with other convections consist of pleated skirts, pleated pants, jean skirts, and jeans. Roemah Aisya collaborates with other convections because the tailor wages in Jakarta is expensive. Although Roemah Aisya collaborates with other convections, it still determines the type of material, product design, and price. Its process is longer than its own production, but it's simpler, just waiting for the product to be finished. Roemah Aisya currently sells 66 products at Shopee.



Figure 2. Products of Roemah Aisya Source: (<https://shopee.co.id/roemahaisya>)

Since the pandemic, production at Roemah Aisya has decreased dramatically, it usually produces two-ton/month, now one ton is not used up. This is due to restrictions on opening stores, which affect offline Stores closed for a while. Roemah Aisya has reseller that is twenty resellers, spread across Bandung, Yogyakarta, Padang, Flores, and other parts of Indonesia. For purchases at Shopee, it is dominated by retail buyers.

Sales of Roemah Aisya at Shopee

Roemah Aisya has had an online shop at Shopee since 2017 with link shop <https://shopee.co.id/roemahaisya>. For shop at Shopee, Roemah Aisya doesn't have a worker (admin) because the owner doesn't trust with admin work. Therefore, all of the orders at Shopee from receiving orders, packing until despatch products are done by the owner of Roemah Aisya. There are tight competitions in Shopee's sales. There are many big producers with a large number of followers. The price war at Shopee is also very heavy. Roemah Aisya is not brave to decrease the price too low because it pays attention to reseller condition which also sells at Shopee. Admin and service fee at Shopee is quite high, around IDR 3,000 – IDR 4,000/product. After joining for four years at Shopee, Roemah Aisya has succeeded to be Star Seller and It should maintain its sales so that its Star Seller status isn't revoked by Shopee. Roemah Aisya has a fairly large number of followers at Shopee, as many as 1,100 followers, a rating rate of 4.9 and a chat performance of 96%.

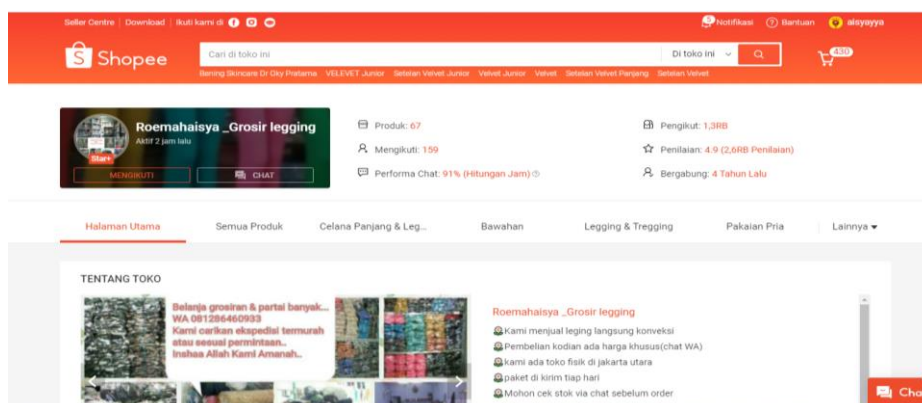


Figure 3. Roemah Aisya shop profile at shopee Source: <https://shopee.co.id/roemahaisya>

Based on the result of an interview with Roemah Aisya shop's owner, the usual sales turnover was Rp60 millions/month before pandemic. The sales turnover of Roemah Aisya at Shopee is only

Rp10 million – 30 million/month after the pandemic. The sales data of Roemah Aisya at Shopee can be seen in the following table 1.

Tabel 1. Sales data of Roemah Aisya

Month	Number of Orders	Sales Total (Rp)	Number of Viewers	Number of Sales	Conversion (%)	Level
February	105	9.200.000;	3.100	87.500	2,9	
March	94	9.100.000;	3.800	96.700	2,1	
April	206	19.500.000;	7.900	94.400	2,4	
May	100	9.900.000;	6.800	99.000	1,4	
June	105	10.800.000;	5.100	102.400	1,9	
July	54	6.100.000	2.200	112.800	2,2	
Average		10.766.667;				

Source: processed data, 2021

Based on Table 1, it can be explained that during the period from February to July 2021, Roemah Aisya obtained an average sales turnover of around Rp10.766.667/month. The lower sales turnover was obtained on July 2021 with the number of orders of 54 pcs. The level of traffic and sales conversion at Roemah Aisya period of February – July 2021 was unstable. In July 2021, the level of shop traffic and the number of viewers who visited Roemah Aisya shop at Shopee was the lowest, that is, 2.200 viewers. Meanwhile, the lowest level of sales conversion rate occurred in May 2021, namely 1,4 %.

Discussion

Based on the interview results of the owner's Roemah Aisya shop, it is known that marketing strategies implemented by Roemah Aisya at Shopee have not been optimal. This can be seen from the shop display that has never been updated, even though the shop display or shop banner is the first door that welcomes potential customers. If the shop's appearance is attractive, potential consumers will also be interested in seeing what is in Roemah Aisya shop. Roemah Aisya doesn't also have a shop logo yet, even though the store logo is quite important as a store identity so that consumers can easily recognize the shop and remember it.

From the advertising strategies that run isn't also optimal. Roemah Aisya has not been optimal in utilizing paid advertising services at Shopee, only relying on organic ads/header ads, namely by raising products every four hours. This header ad has limitations because Roemah Aisya's product posts will be drowned by new posts from other shops. Roemah Aisya needs to try using push ads by using paid ads on Shopee.

Roemah Aisya hasn't optimized the product optimally. This can be seen from Roemah Aisya's products which are less varied so that they don't provide many choices for consumers. Product prices are also less competitive in the middle of a price war at Shopee. Product quality also needs to be improved because there are still consumers who give low ratings and reviews.

Meanwhile, in terms of promotion, Roemah Aisya hasn't taken advantage of all the promotional features and services provided by Shopee. Roemah Aisya only uses free shipping and cash back promotions. With Roemah Aisya's status as a Star Seller, Roemah Aisya should be able to maximize the promotional features available at Shopee, such as Bundling Promotional, Discount Packages, Store Flash Sale, and others.

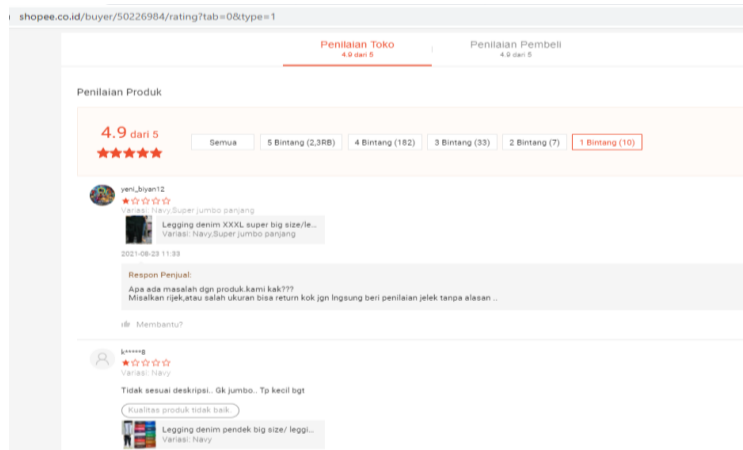


Figure 4. Produk Rating Page Source: <https://shopee.co.id/roemahaisya>

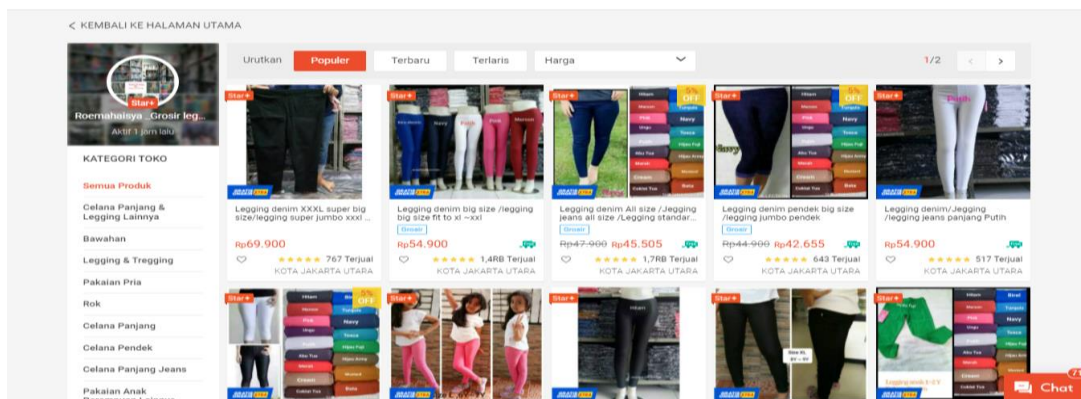


Figure 5. Free shipping promo display at Roemah Aisya Shop Sumber: <https://shopee.co.id/roemahaisya>

Based on sales data from Roemah Aisya shop for February – July 2021 period at Shopee, it can be seen that the sales of the Roemah Aisya store are unstable and tend to decline. The lowest sales occurred in July 2021 with a sales turnover of IDR6.100.000. This is influenced by the low level of shop traffic, which is only 2,200 viewers and the number of orders is only 54 orders, so the sales conversion value is also low at only 2.2%

The decline in sales turnover at the Roemah Aisya shop can be corrected by increasing shop traffic and sales conversion value first. Strategies are to generate shop traffic and sales conversion value can be done with various techniques that can be applied by the Roemah Aisya shop. Marketing Strategies that can generate traffic and sales conversion on Shopee include:

1. Advertising

A feature that can generate traffic at Shopee is through advertising push. The purpose of advertising is to bring or provide targeted traffic to the advertised product with the end result of bringing in sales. However, the final result will be influenced by the quality of the advertised product and also the service provided to potential buyers. Effective advertising can increase sales significantly (Pratomo, 2020). Shopee provides two types of advertising, namely organic advertising and paid advertising/my advertising. Organic advertising is an advertising feature provided for free by Shopee. The mechanism for advertising with organic advertising is the header method or product promotion. This header advertising serves to raise the product's position to the best position and will enter the newest position. Because the product upgrade feature is free, each seller can only upgrade up to five products every four hours. If you regularly use this organic advertising

feature, every day you can download up to 30 products, of course, with the right timing, tailored to the products being sold and the intended target market.

Besides free advertising, at Shopee there are also paid advertising or known as My Advertising. By using My Advertising, the opportunity or chance for Roemah Aisya's product to be seen by buyers will be greater, so that they can increase shop traffic, increase sales, and build shop brands. Installation of My advertising will not be charged anything until the buyer clicks on Roemah Aisya's advertising. At Shopee, there are currently three types of My Advertising choices, namely:

a) Keyword Advertising.

For novice sellers, we recommend choosing keyword advertising. Shopee has provided an automatic advertising feature on keyword advertising. With this feature, the seller authorizes Shopee to manage advertisements for the products in their shop. There are two options for keyword advertising costs, namely specific search with a minimum bid of Rp150;/click and broad search with a minimum bid of Rp180;/click.

b) Similar Product Advertising

Similar product advertising is the most economical advertising feature at Shopee because the minimum cost for similar product advertising is only IDR 100;/click. This advertising can function to seize traffic from similar competitors' products.

c) Store Advertising

This advertising feature can only be used by sellers with the predicate of Star Seller and Shopee Mall who have been obtained for a minimum of three months. Store advertisements are almost similar to keyword advertising. Store advertising costs are more expensive than keywords advertising and similar product advertising, which are IDR200/click for specific searches and IDR240/click for broad searches. The store advertisement feature is more expensive because viewers who enter directly visit the store so that viewers can find out what products are being sold.

Roemah Aisya's shop as an early stage of using paid advertising on Shopee can choose advertisements for similar products because the cost of this type of advertising is cheaper than the other two types of advertising. Roemah Aisya can start with a minimum fee of IDR100/click. If after a few days of advertising, the advertised product has not yet received the expected traffic, then you can try to increase your advertising costs little by little. Because the greater the advertising bid given, the shop's products will have the opportunity to be in the first line of advertising for similar products.

2. Product Optimization

When store traffic has increased, but the sales conversion value is still low, it is necessary to optimize the product. Product optimization does not have to be by lowering the price of the products sold, but by improving product quality and providing added value to the products sold as a form of excellence from the products it sells. The added value can be in the form of providing shipping guarantees, product guarantees from the shop, additional free packaging to ensure product safety. By providing added value to the product, it can help the shop win the hearts of buyers without having to set a lower price than the cheapest one.

Another strategy to increase conversion value is to update product photos. It's good that Roemah Aisya's product photos have their characteristics, different from others. Different here can be different from the side of the photo background, photo frame, or writing information in the photo. This difference will become a hallmark so that Roemah Aisya's products will be easily remembered and recognized by buyers. If a product photo is deemed less beautiful, as in Roemah Aisya's product photo, where the photo looks less bright. So Roemah Aisya can edit photos using the application. But don't over-edit the photo, resulting in a change in the color and condition of the product that's too conspicuous. Then it is also important for a product photo to be named a photo. Give a different name according to the search keywords so that Roemah Aisya's product photos can appear on Google Image and the marketplace

If Roemah Aisya wants the shop to be crowded with potential buyers and the products are selling well, then it must be able to add the products it sells. Because of the many products, only 20% will be sold and become Roemah Aisya's sales turnover. Currently, Roemah Aisya sells 67 products, with 16 product variations. Roemah Aisya's products are dominated by pants and skirts, while variations in clothes or tops are only available for children and even then there are not many. This variation must be added by Roemah Aisya, so that potential buyers have many choices of shopping at the Roemah Aisya shop. Product variations can be added by Roemah Aisya regularly every few months, by conducting market research first. Find out what products are trending or favored by the public. The addition of this product variation can be produced by Roemah Aisya itself or can cooperate with convection or other suppliers.

3. Promotion

The main feature that can also generate traffic and conversion is promotion. The promotion feature that has just been optimized by the Roemah Aisya store is only limited to extra free shipping (postage) promos, store promos, and cashback promos. Through promotion, it can attract new visitors and can influence consumers to buy products. This is in line with Yoebrilanti's (2014) explanation, that with sales promotion, companies or online shops can attract new customers, influence their customers to try new products, encourage customers to buy more, attack competitors' promotional activities, increase impulse buying (purchases without a previous plan).

There are many promotional features on Shopee that can be utilized and optimized by Roemah Aisya Stores to generate traffic and sales conversions, namely:

a) Flash Sale My Store

This is a promotional feature on Shopee that can be used by sellers to promote and increase their store sales conversions. In this feature, the seller himself determines the product to be flashed, the time of the flash sale, and also includes the selling price. This feature can be used by the Roemah Aisya Store which already has many visitors. This feature is quite effective for providing an urgent psychological effect for prospective buyers to immediately transact before the flash sale period is over. If Roemah Aisya regularly uses my store's flash sale feature, she will have the opportunity to get a nomination to take part in Shopee's flash sale

b) Discount Package

The discount package promotion feature is an excellent feature to increase sales per buyer order. With the Roemah Aisya store activating this feature, potential buyers can see information about the current package promo so that buyers will be tempted and interested in buying more than one product.

c) Save Combo

The saving combo promo is almost the same as the discount package promo, the difference is that the discount given is only for additional products, while the main products are sold at normal prices. This promo can be called a cheap redeem for the second product. This promo can be used to increase the popularity of additional products. Additional products that are promoted will get quite a lot of traffic from the main product, so there is a chance to sell quite a lot.

d) Shop Vouchers

Two promo vouchers can increase store traffic and sales conversions, namely the follow-store voucher promo which functions to persuade buyers to become shop followers so that followers can continue to shop at the store and get the latest updates from the store. This voucher can only be used once by the same buyer. Meanwhile, the voucher that works to increase sales conversion is my shop voucher. This discount voucher serves to make buyers more confident to shop at our store.

e) Broadcast Chat

The broadcast chat feature on Shopee is a fairly important feature that can increase sales conversions. With this feature, sellers can do promotions directly to potential buyers. This feature can only be used by sellers who have completed at least 100 orders since joining Shopee. With this feature, sellers can broadcast messages to buyers or potential buyers about new products, promo vouchers, or send reminder messages to potential buyers who have added the product to their shopping cart but have not made a payment. This feature can also be used to request reviews from buyers who have bought our products but forgot to give an assessment or review. But it's also important to remember, don't use this feature too often, use it as effectively as possible so that buyers don't feel bored and disturbed by the broadcasts that we do.

f) Shopee Live

The latest promotional feature provided by Shopee is the Shopee Live feature. This feature allows sellers to interact with potential buyers by broadcasting directly the products offered in their stores. For Shopee Live to run smoothly and successfully, what sellers must pay attention to is looking for a good looking and cheerful assistant to help when Shopee Live can liven up the atmosphere, take notes in advance about the advantages of the product that will be conveyed, make live streaming with jokes so that viewers don't feel bored, make games during live streaming by inviting viewers to interact, make viewers last until the end of the live stream with information on prizes that will be given when the session ends.

Conclusion

Based on the results of data analysis and discussions that have been carried out, the conclusions that can be drawn are as follows:

1. The sales level of Roemah Aisya Store during the period February – July 2021 is unstable, tends to decrease due to a decrease in the level of store traffic and sales conversion value.
2. Marketing strategies that can be applied by Toko Roemah Aisya to generate traffic and sales conversions are advertising using techniques using organic advertising and paid to advertise, optimizing products through product quality improvement techniques, adding value to products, adding product variations, and updating product photos, as well as optimizing promotions by taking advantage of promotional features provided by Shopee such as flash sale features, discount packages, savings combos, store vouchers, broadcast chat, and shop live.

Acknowledgment

The author of Novitasari would like to thank those who have helped this research, both in terms of financial support and advice and direction, namely:

1. Mr. Ridwan Zulfi Agha, S.E., M.Ak., has provided advice and direction in the research process.
2. Mrs. Sabar Warsini, S.E., M.M., who has provided support and opportunities to the author to carry out this research
3. Research and Community Service Unit (UP2M) of Politeknik Negeri Jakarta, which has provided financial support through the DIPA of Politeknik Negeri Jakarta as a research funder with a Work Agreement Letter Number: 200/PL3.18/SPK/2021, dated 19 May 2021.

References

- Darmawan. (2021). *Bagaimana mendatangkan traffic untuk bisnis online anda*. (<http://panduanim.com/bagaimana-mendatangkan-traffic-untuk-bisnis-online-anda/>) diakses pada 2 September 2021.
- Darsin, D. (2019). Analisis perbandingan peningkatan penjualan melalui iklan push pada marketplace startup unicorn Indonesia (Studi kasus Tokopedia dan Bukalapak di CV. Karya Abadi). *Proceeding of The URECOL*, 77–88.
- Efendi, N. F. (2021). *Apa itu traffic dalam bisnis dan jenis traffic*. (<https://jawonvirtualmarketing.com/apa-itu-traffic-dalam-bisnis-dan-jenis-traffic/>) diakses pada 2 September 2021.
- IdEA. (2021). *Direktori member*. (<https://www.idea.or.id/direktori-member>) diakses pada 20 Februari 2021.

-
- Iprice. (2021). *Peta e-Commerce Indonesia*. (<https://iprice.co.id/insights/mapofecommerce/>) diakses 20 Februari 2021.
- Niswa, N. L. (2020). *Strategi pemasaran dalam meningkatkan penjualan produk fashion muslim pada toko antaradinhibits di Shopee*. DOI: <http://digilib.uinsby.ac.id/id/eprint/42578>
- Pratomo, Y. E. (2020). Optimalisasi iklan dan diversifikasi produk pada penjualan online guna meningkatkan pesanan. *Perspekt. Sudut Pandang Lintas Pengetah.*, 1(1), 301-305.
- Sanjaya, W. (2015). *Penelitian Pendidikan*. Jakarta: Prenada Media Group.
- Satria, A. A. (2017). Pengaruh harga, promosi, dan kualitas produk terhadap minat beli konsumen pada perusahaan A-36. *J. Manaj. Dan Start-Up Bisnis*, 2(1), 45-53.
- Wibowo, P. T. J. (2021). *Apa itu conversion rate?*. (<https://www.wartaekonomi.co.id/read321940/apa-itu-conversion-rate>) diakses pada 10 September 2021
- Yoebrilianti, A. (2014). Pengaruh promosi penjualan terhadap minat beli produk fashion dengan gaya hidup sebagai variabel moderator (Studi Kasus Pada Jejaring Sosial). *Jurnal Manajemen*, (1), 1-5. Doi : <https://doi.org/10.30656/jm.v8i1.660>