Abstrak

Saat ini internet telah banyak digunakan oleh masyarakat di Indonesia. Terlebih lagi pada saat pandemi covid – 19 masyarakat dituntut untuk bekerja dari rumah menggunakan internet terutama bagi pelaku usaha. Sejalan dengan perkembangan internet, telah banyak aktifitas yang dilakukan dengan memanfaatkan jaringan internet, seperti e – commerce, e – banking, e – government, e – learning dan lainnya. Salah satu aktifitas yang berkaitan dengan proses bisnis adalah e – commerce. Dengan keberadaan e – commerce, pelaku bisnis dengan mudah dilakukan di pandemi covid – 19 tanpa harus bertemu langsung dengan konsumen. Sebaliknya, konsumen tidak perlu datang ke toko langsung untuk melakukan transaksi jual beli. Pembayaran juga dilakukan e – banking tanpa harus keluar rumah datang ke ATM (Automated Teller Machine).

Penelitian ini dilakukan di RW 005 Kel. Kunciran, Kota Tangerang, Provinsi Banten. Penelitian ini bertujuan untuk mengetahui pengaruh e - commerce terhadap kinerja online shop di Tangerang pada masa pandemi covid – 19. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif kasual. Obyek penelitian ini adalah pelaku online shop di Tangerang dengan sampel sebanyak 100 responden yang dipilih dengan menggunakan simple random sampling, data diperoleh dari penyebaran kuesioner. Adapun penelitian ini menggunakan metode uji regresi linear sederhana, dan uji hipotesis menggunakan uji t dengan tingkat signifikan 5%.

Berdasarkan hasil dan penelitian dan hasil uji t (parsial) menunjukkan variabel e – commerce berpengaruh positif terhadap kinerja online shop, Sedangkan koefisien determinasi yang telah disesuaikan (R squre) sebesar 0,174 artinya variabel e – commerce berpengaruh terhadap kinerja online shop sebesar 1,74% sedangkan sisanya sebesar 98,26% dijelaskan oleh variabel lain diluar model.

Kata Kunci : E – commerce, Kinerja Online shop, dan Pandemi Covid – 19

Abstract

Nowadays the internet has been widely used by people in Indonesia. Moreover, during the covid-19 pandemic people are required to work from home using the internet, especially for businesses. In line with the development of the Internet, there have been many activities carried out by utilizing the internet network, such as e - commerce, e - banking, e - government, e - learning and others. One of the activities related to business process is e - commerce. With the existence of e-commerce, businesses are easily carried out in the covid-19 pandemic without having to meet directly with consumers. On the contrary, consumers do not need to come to the store directly to make buying and selling transactions. Payment is also made e - banking without having to leave the house to come to the ATM (Automated Teller Machine).

This research was conducted in RW 005 Kel. Kunciran, Tangerang City, Banten Province. This study aims to find out the influence of e-commerce on the performance of online shops in Tangerang during the covid-19 pandemic. This research uses quantitative approach with casual associative research type. The object of this research is online shop actors in Tangerang with a sample of 100 respondents selected using simple random sampling, data obtained from the dissemination of questionnaires. The study used a simple linear regression test method, and the hypothesis test using a t test with a significant rate of 5%.

Based on the results and research and test results t (partial) shows the variable e - commerce positively affect the performance of online shop, while the coefficient of determination that has been adjusted (R squre) of 0.174 means that the variable e - commerce affects the performance of online shop by 1.74% while the remaining 98.26% is explained by other variables outside the model.

Keywords: E – commerce, Online shop Performance, and Pandemic Covid – 19