



# The Effect of The Use of Social Media on The Level of Product Sales in The Pandemic Period on Unisla Entrepreneurs

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**ABSTRACT**

**Keywords:**

Entrepreneurship, social media, pandemic and sales levels

The real impact of the Covid-19 Pandemic on entrepreneurs was very large, many of whom suffered losses, namely in terms of sales decreased and not a few entrepreneurs were out of business due to the Covid-19 pandemic. One solution to the impact of the Covid-19 pandemic is to take advantage of social media such as Facebook, Instagram and Twitter as a means of increasing online sales. This study aims to enable entrepreneurial students to use social media as a means to help increase sales. The results showed the independent variables X1 (Instagram), X2 (Whatsapp), X3 (Facebook) and X4 (Twitter) had an effect on sales during the Covid-19 Pandemic, where researchers proved a significant effect simultaneously which can be explained by the f-test where f-count has a value of 36.608 at the real level of 5%, and a significance value of 0.000.

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## 1. Introduction

Entrepreneur or Entrepreneur, which is better known today, is someone who can bring change, create products with new ideas and innovations, determine production methods, arrange operations to regulate capital and marketing. An entrepreneurial innovation is sometimes triggered or appears on something that is trivial but very effective and in demand by many people.

In the current digital era 5.0 does not rule out the possibility for all young and old people to start their own business or business with smartphone capital, someone can become an entrepreneur, from a dropshiper of goods selling services to selling products or goods that are self-produced for sale, offered to the public through social media. The students themselves certainly don't want to miss the benefits of using social media as a medium to earn income by starting a business as a young entrepreneur. In the Business Incubator Center (PIB) of the Islamic University of Lamongan, it is recorded in the Decree Number: 019 / PIBT.UNISLA.03 OINI / 2020 has 83 female students who have businesses or are entrepreneurs in various fields from selling food products, drinks, clothing and various other needs.

The real impact of the Covid-19 Pandemic on entrepreneurs is very large, many entrepreneurs have experienced losses, namely sales have decreased and not a few entrepreneurs have gone out of business or gone bankrupt as a result of the Covid-19 Pandemic. Here entrepreneurs are required to be more innovative in running a business or business so as not to lose. One of the solutions to the impact of the Covid-19 Pandemic is to use social media such as Facebook, Whatsapp, Instagram and Twitter as a means of online sales, social media certainly has its advantages and disadvantages. -Each if used as a means or place for online entrepreneurship (E-marketing). Social media users are classified as having several targets or targets, for example Facebook users are more dominant in use by young people and adults, Instagram is more dominant and is of interest to millennials who like Instastory updates. Whatsapp tends to be used by all circles, both children and adults, Twitter is mostly used by adult millennial children (Cahyono, 2016). Entrepreneurs must be smart in choosing the target where goods or products are marketed because each social media platform has a different character from the way of uploading photos and uploading videos with complete detailed information because each social media has its own advantages and disadvantages (Aziz, Mursityo and Rachmadi , 2018).

This research was conducted to find out which social media was most effective during the Covid-19 Pandemic in the level of sales of products or goods offered (Elvina, 2019). The research was conducted by distributing questionnaires to students of Lamongan Islamic University who were included in the guidance of the University Business Incubator Center. Islam Lamongan with the dependent variable, namely social media, while the independent variable is the level of sales.

This study aims that female students who have businesses can use social media as a means that can help increase sales by choosing which social media platform is the most dominant used in running entrepreneurship during the Covid-19 Pandemic.

## 2. Research Methods

This research was carried out by means of a quantitative approach, namely by testing the theory of the relationship between the dependent variable and the independent variable which will be distributed with a questionnaire, so that data will be obtained consisting of the questionnaire results and can be analyzed based on statistical procedures (Hendryadi, 2017).

**OPERATIONAL DEFINITION**

This study is divided into 2 (two) variables, namely the independent variable (X) and the dependent variable (Y), namely as follows.

**Tabel 1.**

Classification of Variables

| Variable |           | Indicator                                    |
|----------|-----------|--|
| X1       | Instagram | X1.1 Easy selection of goods / products sold |
|          |           | X1.2 Information about goods / products sold |
|          |           | X1.3 Chat with seller / owner                |



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| Variable    | Indicator   |
|-------------|---|
| X2 Whatsapp | X1.4 Payment transactions   |
|             | X2.1 Easy selection of goods / products sold  |
|             | X2.2 Information about goods / products sold  |
|             | X2.3 Chat with seller / owner   |
| X3 Facebook | X2.4 Payment transactions   |
|             | X3.1 Easy selection of goods / products sold  |
|             | X3.2 Information about goods / products sold  |
|             | X3.3 Chat with seller / owner   |
| X4 Twitter  | X3.4 Payment transactions   |
|             | X4.1 Easy selection of goods / products sold  |
|             | X4.2 Information about goods / products sold  |
|             | X4.3 Chat with seller / owner   |
| Y Sales     | X4.4 Payment transactions   |
|             | Y1 Sales promotion during a pandemic through social media                               |
|             | Y2 Buyers' interest in buying and selling online during a pandemic through social media |
|             | Y3 The effectiveness of selling goods / products during a pandemic through social media |

Sumber : the processed variable classification

### 2.1 Data Collection and Source Engineering

Data collection used in this study was carried out by distributing questionnaires as a means of collecting data (Martono, 2014). The research population is only targeted at students of the Lamongan Islamic University who are entrepreneurs and according to data from the Business Incubator Center (PIB) of the Islamic University of Lamongan it is recorded in Decree Number: 019 / PIBT.UNISLA.03 OINI / 2020 there are 83 students who become entrepreneurs. The size or sample size of this study uses the Slovin formula in taking the number of respondents with the following calculations:

### 2.2 Data Analysis Method

The Likert scale is used in measuring the questionnaire where the respondents will answer and choose to agree or disagree with the questions posed by the researcher. The ordinal scale is used to measure data on differences in the subject level quantitatively (Budiaji, 2013), how the level of entrepreneurial sales using social media and respondents' perceptions are assessed as follows:

- Very insignificant to get a value of 1
- Has no effect getting a score of 2
- Somewhat influential got a score of 3
- Influential gets a value of 4
- Very influential got a score of 5

### 3. Results and Discussion

The results of the research on respondents' perceptions of the independent variables are presented in the following table:

**Tabel 2.**  
Rekapitulasi Hasil Penelitian Presepsi Responden

| Butir | Faktor Penjualan di Media Sosial        | Tingkat Pengaruh Pernyataan |         |         |        |         | Jumlah |
|-------|---|-----------------------------|---------|---------|--------|---------|--------|
|       |   | 1<br>STB                    | 2<br>TB | 3<br>AB | 4<br>B | 5<br>SB |        |
| X1.1  | Easy selection of goods / products sold | 0                           | 0       | 12      | 52     | 16      | 80     |
| X1.2  | Information about goods / products sold | 0                           | 0       | 9       | 41     | 30      | 80     |
| X1.3  | Chat with seller / owner                | 0                           | 0       | 5       | 33     | 42      | 80     |
| X1.4  | Payment transactions                    | 0                           | 0       | 9       | 39     | 32      | 80     |
| X2.1  | Easy selection of goods / products sold | 0                           | 0       | 10      | 47     | 23      | 80     |
| X2.2  | Information about goods / products sold | 0                           | 0       | 10      | 40     | 30      | 80     |
| X2.3  | Chat with seller / owner                | 0                           | 0       | 2       | 33     | 45      | 80     |
| X2.4  | Payment transactions                    | 0                           | 0       | 7       | 39     | 34      | 80     |
| X3.1  | Easy selection of goods / products sold | 0                           | 0       | 13      | 51     | 16      | 80     |
| X3.2  | Information about goods / products sold | 0                           | 0       | 9       | 39     | 32      | 80     |
| X3.3  | Chat with seller / owner                | 0                           | 0       | 7       | 40     | 33      | 80     |
| X3.4  | Payment transactions                    | 0                           | 0       | 9       | 34     | 37      | 80     |
| X4.1  | Easy selection of goods / products sold | 0                           | 0       | 13      | 45     | 22      | 80     |
| X4.2  | Information about goods / products sold | 0                           | 0       | 7       | 38     | 35      | 80     |
| X4.3  | Chat with seller / owner                | 0                           | 0       | 4       | 40     | 36      | 80     |
| X4.4  | Payment transactions                    | 0                           | 0       | 8       | 41     | 31      | 80     |

Source: Researcher Processed Data, 2020

The validity and reliability test was used as a measuring tool for the research instrument in the form of a questionnaire for each research variable. The r-calculated correlation number that will be compared with the r-table correlation number will obtain the validity of each variable (Dewi, 2018), meanwhile the reliability measurement uses the results from Cronbach alpha, for more details it is presented in the following table which is generated through the SPSS 25 program. :



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**Table 3.**  
Test the Validity and Reliability of the Research Instrument

| Variable | Item | Validity |         | Alpha Reliability |
|----------|------|----------|---------|-------------------|
|          |      | r-count  | r-table |                   |
| X1       | X1.1 | 0.856    | 0.220   | 0.900             |
|          | X1.2 | 0.885    |         |                   |
|          | X1.3 | 0.853    |         |                   |
|          | X1.4 | 0.915    |         |                   |
| X2       | X2.1 | 0.868    | 0.220   | 0.870             |
|          | X2.2 | 0.869    |         |                   |
|          | X2.3 | 0.816    |         |                   |
|          | X2.4 | 0.844    |         |                   |
| X3       | X3.1 | 0.798    | 0.220   | 0.762             |
|          | X3.2 | 0.877    |         |                   |
|          | X3.3 | 0.529    |         |                   |
|          | X3.4 | 0.846    |         |                   |
| X4       | X4.1 | 0.801    | 0.220   | 0.771             |
|          | X4.2 | 0.855    |         |                   |
|          | X4.3 | 0.569    |         |                   |
|          | X4.4 | 0.840    |         |                   |
| Y1       | Y1.1 | 0.876    | 0.220   | 0.871             |
|          | Y1.2 | 0.915    |         |                   |
|          | Y1.3 | 0.885    |         |                   |

Source: Data Processed by SPSS Researchers 25, 2020

Referring to Table 3, Test the Validity and Reliability of the Research Instrument that each question item in the research indicator has a correlation value greater than 0.220 r-table which can be said to be valid in the validity test. Likewise, the reliability test results of the Cronbach alpha value or Alpha Reliability obtained a value greater than 0.600 according to the standard and it can be said that all question items on each variable indicator are declared reliable (Yusup, 2018).

Furthermore, testing using the SPSS 25 tool is continued to test the value of regression analysis can be seen in the following table:

**Table 4.**  
Research Variable Determination

| Model | R                  | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|--------------------|----------|-------------------|----------------------------|
| 1     | 0.813 <sup>a</sup> | 0.661    | 0.643             | 1.014                      |

a. Predictors: (Constant), X4, X3, X1, X2

b. Dependent Variable: Y1

Source: Data Processed by SPSS Researchers 25, 2020

Based on Table 4 Determination of Research Variables, which is obtained from the calculation of SPSS software, it is obtained that the multilevel correlation (R) number between the variables X1, X2, X3 and X4 on the Y1 sales variable is 0.813 or 81.3% and it can be said that social media has a relationship positive about the sales of products / goods during the Covid-19 Pandemic. While the R square coefficient (R<sup>2</sup>) shows the value of the dependent variable (Y1) is influenced by the independent (X1, X2, X3 and X4) with the result of 0.661 so that the independent social media variables affect the sales of products / goods during the Covid-19 Pandemic by 66, 1% while the remaining 33.9% is influenced by other factors not included in this study.

**Table 5.**  
Anova<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 150.478        | 4  | 37.619      | 36.608 | .000 <sup>b</sup> |
|       | Residual   | 77.072         | 75 | 1.028       |        |                   |
|       | Total      | 227.550        | 79 |             |        |                   |

a. Dependent Variable: Y1

b. Predictors: (Constant), X4, X3, X1, X2

Source: Data Processed by SPSS Researchers 25, 2020

Based on Table 5, ANOVA<sup>a</sup> obtained a significance value of 0.000 while an alpha value of 0.05 thus obtained a comparison of the significance value <alpha (0.000 <0.05).

**Table 6.**  
Research Variable Coefficient

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 1.600                       | .364       |                           | 4.397 | .000 |
|       | X1         | .562                        | .176       | .732                      | 3.189 | .000 |
|       | X2         | .674                        | .119       | .698                      | .659  | .668 |
|       | X3         | .266                        | .064       | .309                      | 4.142 | .000 |
|       | X4         | .038                        | .060       | .044                      | .641  | .523 |

a. Dependent Variable: Y1

Source: Data Processed by SPSS Researchers 25, 2020



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The multiple regression equation with two independent variables is as follows:

$$Y1 = \beta_1 X1 + \beta_2 X2 + \beta_3 X3 + \beta_4 X4 + \mu$$

Information :

Y1: The dependent variable

X1, X2, X3 and X4: Independent variables

$\beta_1$  and  $\beta_2$ : Regression coefficients

Based on Table 7 Research Variable Coefficient, in this study there are independent variables X1 (Instagram), X2 (Whatsapp), X3 (Facebook) and X4 (Twitter). The values at the Output are then entered into the Multiple Linear Regression equation as follows:

$$Y1 = 1,600 + 0,732 X1 + 0,698 X2 + 0,309 X3 + 0,044 X4 + \mu$$

- A constant value of 1,600 shows the positive influence of the independent variables X1 (Instagram), X2 (Whatsapp), X3 (Facebook) and X4 (Twitter). When the independent variable rises, the dependent variable Y1 sales will also increase and be fulfilled.
- The value of the X1 coefficient (Instagram) has a value of 0.732 or 73.2% of the coefficient is positive and significant. It can be stated that the variable X1 (Instagram) has increased which will have an impact on the variable Y1 (Sales)
- The value of the X2 coefficient (Whatsapp), has a value of 0.698 or 69.8%, the coefficient is positive but not significant, it can be stated that if the X2 variable (Whatsapp) has increased, it will not affect the Y1 variable (Sales)
- The value of the X3 coefficient (Facebook) has a value of 0.309 or 30.9%, the coefficient is positive and significant. It can be stated that the X3 variable (Facebook) has increased which will have an impact on the Y1 variable (Sales)
- The value of the X4 coefficient (Twitter) has a value of 0.044 or 4.4%, the coefficient is positive but not significant, it can be stated that if the X4 variable (Twitter) has increased, it will not affect the Y1 variable (Sales)

## 4. Conclusions

The results showed that the independent variables X1 (Instagram), X2 (Whatsapp), X3 (Facebook) and X4 (Twitter) had an effect on sales during the Covid-19 pandemic, where researchers proved a significant effect simultaneously which can be explained by the f-test where f-count has a value of 36.608 at the real level of 5%, and a significance value of 0.000.

The close relationship between the independent variables X1 (Instagram), X2 (Whatsapp), X3 (Facebook) and X4 (Twitter) and the dependent variable Y1 (Sales) obtained a multiple R value of 0.813 or 81.3%. While the simultaneous influence of the independent variable on sales of products / goods during the Covid-19 Pandemic was 66.1%, while the remaining 33.9% was influenced by other factors not included in this study.

Based on the t test X1 (Instagram) has a value of 0.732 or 73.2% and X3 (Facebook) has a value of 0.309 or 30.9% the coefficient is positive and significant, it can be stated that the variables X1 (Instagram) and X3 (Facebook) have increased which will impact on the variable Y1 (Sales).

Suggestions that can be given based on the analysis of the use of social media in entrepreneurship during the Covid-19 pandemic are as follows:

- There are 33.9% other factors that significantly affected sales on social media during the Covid-19 pandemic, to overcome this, students should be more innovative, such as giving buy one get one discount promos in entrepreneurship using social media so that more attractive to many people.
- Maximizing more social media networks in promoting the explored businesses so that products, goods or services are easier to access from various parties.

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