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## **Computer Sales Administration Process**

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### **Article Info**

#### **Article history:**

Received May 15, 2022

Revised June 8, 2022

Accepted June 9, 2022

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### **ABSTRACT**

The purpose of this study was to determine the computer sales administration process, to find out the constraints faced during the computer sales administration process, to find solutions to the problems encountered during the computer sales administration process. The research methodology used is descriptive qualitative which aims to describe the conditions and analyze the computer sales administration process. In this study, data related to the author's study are sourced from library studies, field studies, and documentation techniques. The results of research regarding the administrative process of computer sales, the authors draw the following conclusions: the computer sales administration process is very important, because it is very helpful and facilitates sales activities and other company activities. The obstacles faced in the administrative process of computer sales are that consumers who pay using a credit card will be charged an additional fee of 3% of the amount to be paid, when receiving goods from the warehouse to the outlet, there is often a miscommunication between the administration and warehouse staff so that it occurs. the difference between the goods or the goods sent are not in accordance with the travel documents, the lack of stock of goods makes it difficult to sell goods. The solution to the constraints faced in the administrative process of computer sales, namely: consumers who make payments using credit cards often refuse to pay an additional 3% fee, it is hoped that the company will make it easier to pay using credit cards such as working with the bank and providing promos 0% installments to credit card users, at the time of delivery of goods, warehouse staff are expected to re-check the email from the administration of what goods are needed by the outlet and recheck the quantity of goods and travel documents whether the goods sent are in accordance with the travel documents so that it will facilitate the delivery process goods, the administrative staff is expected to stock goods once a week to evaluate and update the stock of goods to make it easier at the time of sale.

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**Keywords:** administrative processes, sales, computers

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## **1. INTRODUCTION**

Along with the development of the world of technology today, more and more people need computers from school children, students, employees to companies. One strategy to meet these needs is to open a business in the IT/Electronic sector, the reason being that IT is a business with great opportunities. A company engaged in the IT/Electronic (retail) sector, especially in the fields of computers, notebooks, printers, cartridges. This business is growing very rapidly along with the many people's interest in buying electronic goods such as computers, notebooks, printers, cartridges. Along with the development of the IT company's business, problems are starting to appear related to the administrative process of computer sales, such as: payment methods, stock of goods, receipt/return of goods.

Today's customer needs are increasing day by day but the stock of goods in the company is still incomplete, causing problems when selling, for that the company needs good administration and fixes the stock of goods. Because it is very important for the progress of the company, and the administrative process

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is very important in a company. Thus, without an administrative process in a company, all activities in the company do not run smoothly. The success of a company can be judged by how much the company's ability to sell a product, the more products the company sells, the better, of course it can't be separated from good administrative activities. Based on the things that have been listed, the authors feel interested in conducting research with the title "Computer Sales Administration Process".

## **2. LITERATURE REVIEW**

### **a. Process**

According to YS. BICHU (2013:5), interpreting the process as a sequence of events that is increasing or decreasing, a series of actions or processing that produces a product. According to Freddy Rangkuti (2014: 109), interpreting the process is a series of activities that can convert inputs into outputs (products and services) by providing additional benefits in the form of added value.

### **b. Administration**

According to Ali Mufiz (1999), administration means administration which includes every neat and systematic arrangement, as well as the determination of the facts in writing with the aim of obtaining a comprehensive view and the reciprocal relationship between one fact and another. According to The Liang Gie (2007), administration is a whole series of structuring activities for the main work carried out by a group of people in cooperation to achieve certain goals. According to Sondang P. Siagaan (2003) defines administration as the entire process of implementing activities carried out by two or more people involved in a form of cooperative effort to achieve predetermined goals. According to Ulbert Silalahi (1997) defines administration as the activity of compiling and recording data and information systematically with the aim of providing information and also to make it easier to get it back.

Based on the description of the definitions above, it can be detailed some of the main characteristics of administration, namely as follows:

- 1) The existence of a group of people, meaning that administration is only possible if it is carried out by more than one person.
- 2) There is cooperation from the group, meaning that administrative activities occur when two or more people work together.
- 3) There is a division of tasks for administrative activities that occur in certain stages on an ongoing basis.
- 4) There is guidance, leadership, and supervision.
- 5) The existence of a goal to be achieved means something that is desired to be achieved through cooperative activities.

### **c. Sale**

According to Dr. Basu Swastha Dh., M.B.A (2014:8), selling is the science and art of influencing that is done by the seller to invite other people to be willing to buy the goods/services he offers. He also defines marketing as the overall system of business activities aimed at planning, determining prices, services, ideas to target markets in order to achieve organizational goals. According to William G. Nickels (2008) call it in terms of face-to-face sales. Face-to-face selling is an interaction between individuals, face to face aimed at creating, improving, mastering or maintaining mutually beneficial exchange relationships with other parties. According to Kho Hwat Yoe (2016: 3), the science of selling is an art in trading and living to influence people to think, feel, and do their will so that they feel they will benefit when they have/buy the goods they receive.

According to William J. Stanton (2015:11), marketing can be interpreted as a whole system of various business activities which include, business activities aimed at planning the process of determining prices, promoting, to the process of distributing goods and services that satisfy needs, both to consumers and consumers. existing and potential buyers.

According to Pine II and Gilmore (2015:73), there are at least 4 levels in marketing science, the four levels are:

#### **1) Services**

Service or better known as the services offered to meet consumer needs. Usually, consumers prefer a service that is of high quality or greater than expected.

#### **2) Commodities**

Commodities are materials (materials) taken from the universe and have gone through a production process to form a product that can be utilized by consumers.

#### **3) Experiences**

The definition of experiences is an event where the producer uses a product (either in the form of goods or services) and aims to attract the attention or interest of consumers.

#### 4) Goods

Goods (products) are ready-made goods that are ready to be marketed. Usually, the price of these products depends on several things such as production costs, shipping costs (transportation), and much more.

The existing myths about selling can be grouped into five categories, namely:

- 1) Selling is manipulation.
- 2) Sales shows a mistaken personality.
- 3) Sales is unproductive.
- 4) Sales are extroverts (people who like to think about other people tend to be aggressive).
- 5) Sales is a low-key job.

The types of sales are as follows:

- 1) Trade Selling
- 2) Missionary Selling
- 3) Technical Selling
- 4) New business selling
- 5) Responsive selling

#### d. COMPUTER

According to Carl Hamacher (2014: 9), a computer is an electronic machine for fast calculations, which is able to accept digital data input, performs processing in memory according to the application used, to then be generated into information. According to Bryan Blissmer (2014:10), a computer is an electronic device capable of performing the following four tasks; receive input, process input, store orders and processing results, and provide output in the form of information. According to Fuori (2014:10), a computer is a data processing tool that can perform large-scale calculations quickly without human intervention.

### 3. RESEARCH METHOD

The type of research used is descriptive qualitative research. Descriptive qualitative research is research that is used to analyze data by describing or describing the data that has been collected properly without intending to make generally accepted conclusions or generalizations (Sugiyono, 2012). According to Mukhtar (2013:10) descriptive qualitative research method is a method used to find knowledge of research subjects at a certain time. The writer in this study used descriptive qualitative research because the researcher wanted to know and get the depth of information related to the topic (Sugiyono, 2012). Data collection techniques in this study are observation and interviews. Observations in this study are participant observation. Interviews in this study, namely through semi-structured interviews, the interviewer has prepared a topic and a list of interview guide questions before the interview activity is carried out, researchers need to explore further a topic based on the answers given by participants. Data collected from interviews with informants.

The data analysis model in this study follows the concept of activities in qualitative data analysis carried out interactively and continuously at each stage of the research until it is complete. The components and data analysis in this study are:

#### a. Data reduction.

The data obtained from the report is quite large, so it needs to be recorded carefully and in detail. Reducing data means summarizing, choosing the main things, focusing on the things that are important, looking for themes and patterns.

#### b. Data Presentation

After the data is reduced, the next step is to display the data. In qualitative research, the presentation of data can be done in the form of a short, chart, relationship between categories, and with a narrative text. By displaying the data, it will be easier to understand what happened and plan further work based on what has been understood

#### c. Verification or Data Inference

The initial conclusions put forward are still tentative, and will change if strong evidence is found to support them at a later stage. However, if the conclusions raised at an early stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible conclusions.

### 4. RESULTS AND DISCUSSION

#### a. Computer Sales Administration Process

In carrying out a computer sales administration process, it is necessary to know in advance the computer sales administration process that occurs in the company that is currently running.

The stages of the computer sales administration process are as follows:

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- 1) The administrative staff section sends requests for goods to the warehouse for stock items at the outlet.
  - 2) Warehouse staff receive email requests for goods from administrative staff.
  - 3) Warehouse staff prepare goods to be sent to outlets.
  - 4) Then the warehouse staff sends the goods to the outlet via courier (driver).
  - 5) Administrative staff receive goods, check goods, input goods enter.
  - 6) Marketing sends offer letters to consumers.
  - 7) Consumers receive offer letters from marketing.
  - 8) Consumers send PO (Purchase Order) to order goods.
  - 9) Marketing accepts PO (Purchase order).
  - 10) Marketing prepares goods for consumers.
  - 11) Then the administrative staff makes sales invoices for consumers.
  - 12) After the goods are prepared by marketing, the consumer makes a payment transaction.
  - 13) Administration accepts payments from consumers.
  - 14) Marketing delivers the ordered goods to consumers.
  - 15) Administration submits sales invoice (proof of payment) to consumers.
  - 16) Consumers receive goods and sales invoices.

Each company has a SWOT analysis in order to smooth the company's activities, the following is an explanation of SWOT in the computer sales administration process as follows:

1) Strength (Strength)

- a) As the only store that sells HP (Hewlett Packard) products and is the most complete.
- b) Providing services to customers who have purchased the product, by helping if there is damage to the product by bringing the product to the service center without being charged (if the goods are still under warranty).

2) Weakness

- a) Have not cooperated with the Bank so that if there are customers who pay by credit card, a charge of 3% of the selling price will be charged.
- b) The selling price does not include the price of additional software such as Microsoft office.

3) Opportunity

- a) As the only store that sells HP (Hewlett Packard) products and is the most complete.
- b) The price of goods sold includes tax, so those who wish to issue a tax invoice are not subject to additional VAT.

4) Threats (threats)

- a) This company only sells genuine products, so if a customer wants to buy additional software that is not original, we don't provide it, which is a threat to us as the competition is getting tougher.
- b) Many competitors who sell HP products (Hawlett Packard).

Sales strategy is a very important activity for the company, it is hoped that by carrying out a sales strategy it will increase the volume of product sales in the company. The computer sales strategy is as follows:

1) Presenting the Product

Explain/present the product to customers who come to the store to attract interest to buy the product, by explaining the advantages and disadvantages of the product.

2) Brochure

Giving brochures to customers who come to the store, giving brochures to schools.

3) Website

This IT company has a website to help customers who want to buy products online.

### **b. Constraints Faced in the Computer Sales Administration Process**

Every company is never free from problems and obstacles, both companies engaged in the sale of goods and services, in carrying out their duties or work there are often obstacles that result in disrupted work productivity.

The obstacles faced in the administrative process of computer sales are:

- 1) At the time of a computer payment transaction, consumers who will pay using a credit card will be charged a charge of 3% of the amount to be paid.
- 2) At the time of receipt of goods from the warehouse to the outlet, there is often a miscommunication between the administration and warehouse staff, the difference in goods or goods sent does not match the travel document.
- 3) Lack of stock of goods making it difficult at the time of selling goods.

### **c. Solutions to Constraints in the Computer Sales Administration Process**

The solutions to deal with the obstacles that exist in the computer sales administration process are:

- 1) Consumers who make payments using credit cards often refuse to pay an additional fee of 3%, so it is hoped that the company will make it easier to pay using credit cards such as collaborating with banks and providing 0% installment promos to credit card users.
- 2) At the time of delivery of goods, warehouse staff are expected to re-check the email from the administration of what goods are needed by the outlet and re-check the quantity of goods and travel documents.

## 5. CONCLUSION

Based on the research that has been done, the authors draw the following conclusions:

This computer sales administration process is very important, especially because it is very helpful and facilitates sales activities and other company activities. Based on observations made by the author in the computer sales administration process, there are several obstacles faced so that the company must be able to handle the obstacles that occur appropriately so that the company's productivity runs smoothly as expected. In this administrative process, it is necessary to be careful in doing it, because it will affect the process of company activities.

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