Marketing Strategy in Online Books Sales

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Abstract. The objective of this research is to explain the online book sales system and its sales cycle. The method used in this research was the descriptive method by observing and interviewing to obtain information related to the investigation, such as the types of books sold, prices and business processes. The results of this research showed that by implementing an online bookstore, it can increase revenue, the number of customers, expanding the business reach of the company and means of promotion. The conclusion obtained in this research was online book sales are the best solution to develop a book sales business and make it easier for consumers to get the information and transaction, both saving time and more affordable.

1. Introduction

Digital technology is now becoming more critical in our daily lives; it cannot be denied that book sales also have changed the online, it has become common for some businesses to have web pages to sell their products online [1]. A book is one of the commodities which are easily managed, and its distribution is very easy to be carried out in the sales process[2]. The online bookstore, as a web-based system, is one of the electronic commerce applications [3]. With the combination of e-commerce technology and computer technology, management of the development of online book sales systems will be more convenient, more efficient [4]. Moreover, e-commerce has been accepted by a large number of internet users. An online book store system design to provide management information to commercial retail enterprises [5]. Besides, reading is an exciting thing to do. No matter how busy people will spend time buying books and reading books. With the use of a good website page and the use of a friendly interface in online bookstores shoppers so store managers can achieve their own needs. Book shoppers can easily buy their favorite books, and online bookstore administrators can handle orders to process them before they are sent to consumers. This online bookstore is of great significance for economic development, and it is much more convenient for consumers to use [6].

There are some previous studies related to this research, conducted a study of IT project management techniques for e-commerce sites for online book sales [7]. And, Booth et al. conducted a study of systems for managing book sales and rental where the findings were related to the field of data processing. More specifically, it referred to processing data about prices, sales, inventory, and additional information regarding book sales and rentals [8]. The development of an online bookstore

management system that meets the needs of the times [9]. How bookstore staff researched, prepared and began selling books online [10]. Breedt et al in his study examined sales through online channels to see whether the relationship between metadata and sales [11].

Unfortunately, the previous research had not yet discussed the online book sales system, especially in local bookstores in Indonesia. Therefore this research focuses on the online book sales system in one of the local bookstores in Bandung, Togamas. Also, the purpose of this research was to explain the online book sales system at Togamas bookstore and its sales cycle and to set up and implement an e-commerce site for online book sales, where customers are provided with online book purchase facilities. This research used a descriptive method with observing and interviewing with Togamas bookstore supervisor.

2. Method

The method used in this research was a descriptive method by observing and interviews. The interview is a technique of collecting data with questions and answers directly to the supervisor and employees who are related to the procedure of selling books in Togamas to get the required information such as the types of books sold, prices and business processes. Observation is a data collection technique by directly observing the object of research, namely Togamas bookstore. And, this research also supported by literature studies related to the research conducted.

3. Results and Discussion

Togamas Bookstore is a store that is engaged in the sale of products, especially book products. Togamas Bookstore sells books by the book category of social, educational, health, economic, and books with other categories. For the first time, the transaction process at the Togamas bookstore was carried out directly at the place where the store is located. Customers must come to the store and then ask the book to be purchased, by giving the name of the book title, author, and publisher to the employee. The transaction process can only be done in a store, resulting in consumers who are located far from the store location difficult to make transactions. So to facilitate customers to buy books in Togamas, Togamas also opened the online book sales system. In terms of marketing coverage, developing an online book sales application is the right solution to overcome the current sales system mechanism. For this reason, Togamas bookstore considers it necessary to design a book sales application where book sales transactions can be done online in addition to direct sales at the store. Customers can easily buy the book where there is the internet from the current development trend. Because buying books online can save a lot of costs, the users can buy the book online with a great discount, and the price of the book is much lower than the price of the book in the store that is one of the attractions of online shopping for customers. This system is developed to satisfy the social requirements, and it is mainly designed and developed for the readers who have no time to read or buy the book in the bookstore. With the help of the functions of this system, the readers can read and buy the book online [2].

Online Bookstore has a function as a place to sell books online and as a media promotion for the company as well as the media where the admin can interact with customers. Companies that can implement online book sales properly can grow the number of profits, increasing customer numbers, in addition to giving a positive impact on the development of the online business that can improve competitiveness and sales. And, creating an effective bookstore website can make customers understand what is offered by bookstores; this also can affect store revenue. By implementing an online bookstore, there is no face-to-face between sellers and buyers. There is the only website that contains information about the books being sold along with information about how to buy it [12]. In the online book sales system, Togamas bookstore admin can record all the books in the system.

Besides, buyers can access the web to see what books are sold at this bookstore. Buyers can also buy books online and are facilitated with a book search feature on the system so that buyers can get easy to find books that they want to buy. This page is the main page where there are menus that can be accessed by users or members. The main page of the Togamas website can be seen in Figure 1.
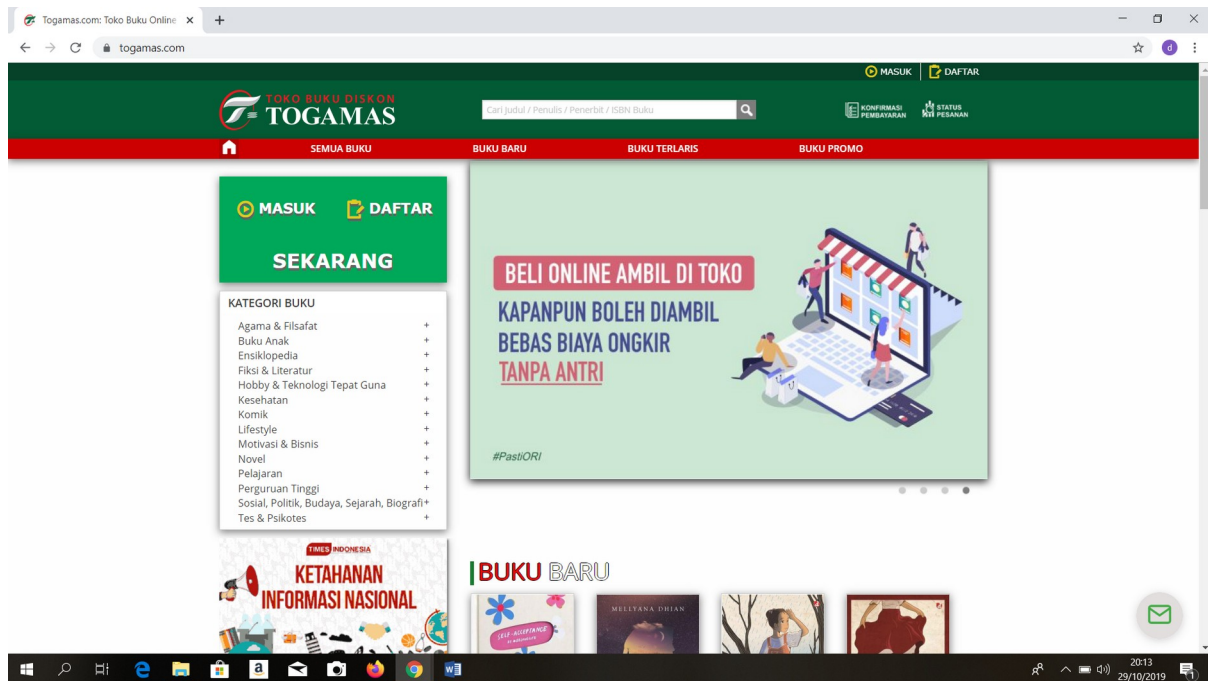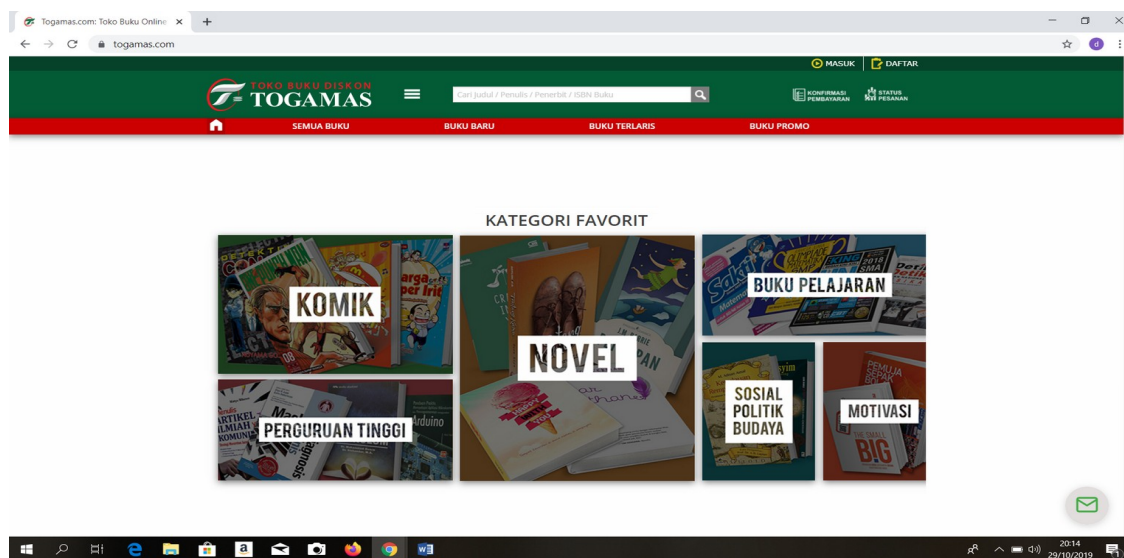

Figure 1. Main Page. This Figure was adapted from www.togamas.com. This figure was taken on Nov 4, 2019.

Figure 1 shows the main page of the Togamas website; this page will appear when the user first opens the Togamas website that contains the book category, all books, new books, bestsellers, promo books and search buttons that can facilitate the customer to buy the book. To attract users to access the pages of the site in the Togamas, the seller can upload and provide explanations of the products offered [13]. For example, if the customer clicks on the book that they choose then the explanation will appear in the system related to the book's details such as book cover, description, price, and so on so that the buyer knows the book to be purchased. Also, customers can easily find the book they want with the help of a search feature that can be seen in Figure 2.
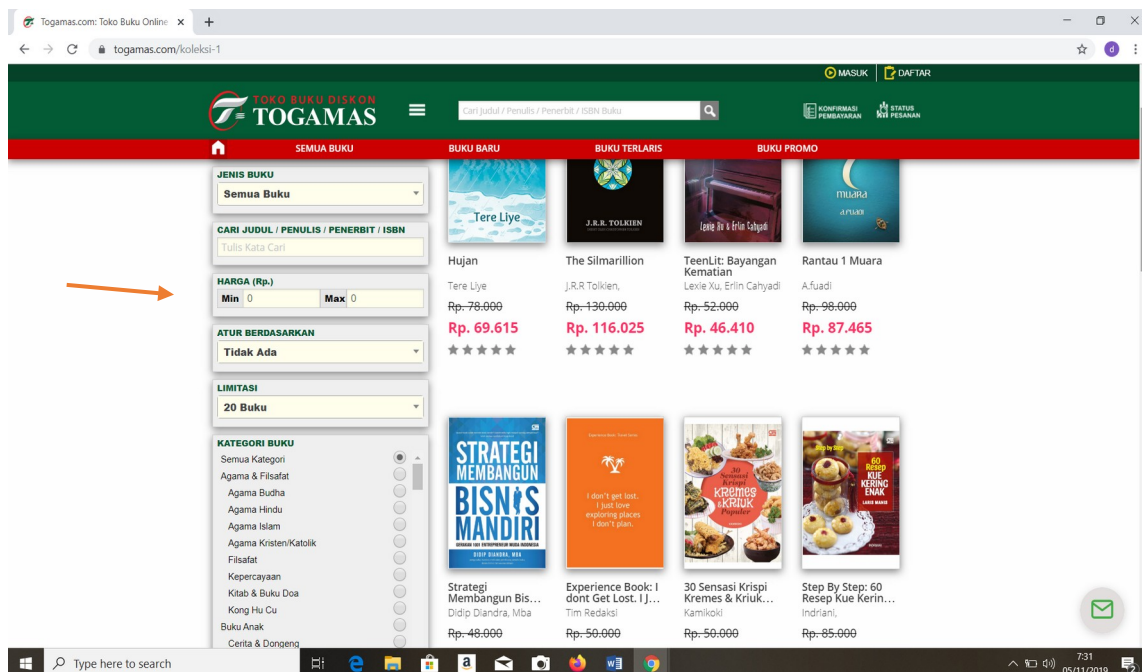
Figure 2. Search Feature. This Figure was adapted from www.togamas.com. This figure was taken on Nov 4, 2019.

Figure 2 shows a search feature where it can be accessed by customers to find the book they want to buy directly. This search feature is used to simplify product search by title/author/ publisher / ISBN, price, arranged by alphabet, limits and book categories. This feature is located on the left side of the website. This feature works well after the user enters a keyword in the search engine box; a display will appear about the product that matches the keyword. Meanwhile, if customers are still confused about deciding which book they want to buy, the system provides a favorite category feature for customers' recommendations that can be seen in Figure 3.

Figure 3. Favorite Category. This Figure was adapted from www.togamas.com. This figure was taken on Nov 4, 2019

In Figure 3 show favorite category, customers are provided with the book's recommendation on the system to have the ease of choosing what books will be purchased. It contains comics, college books, novels, textbooks, social, politics, culture, and motivation books. The users can view and choose the favorite books in the system according to their preferences and requirements. Besides, we also observed the online book sales cycle in Togamas, which can be shown in Figure 4.
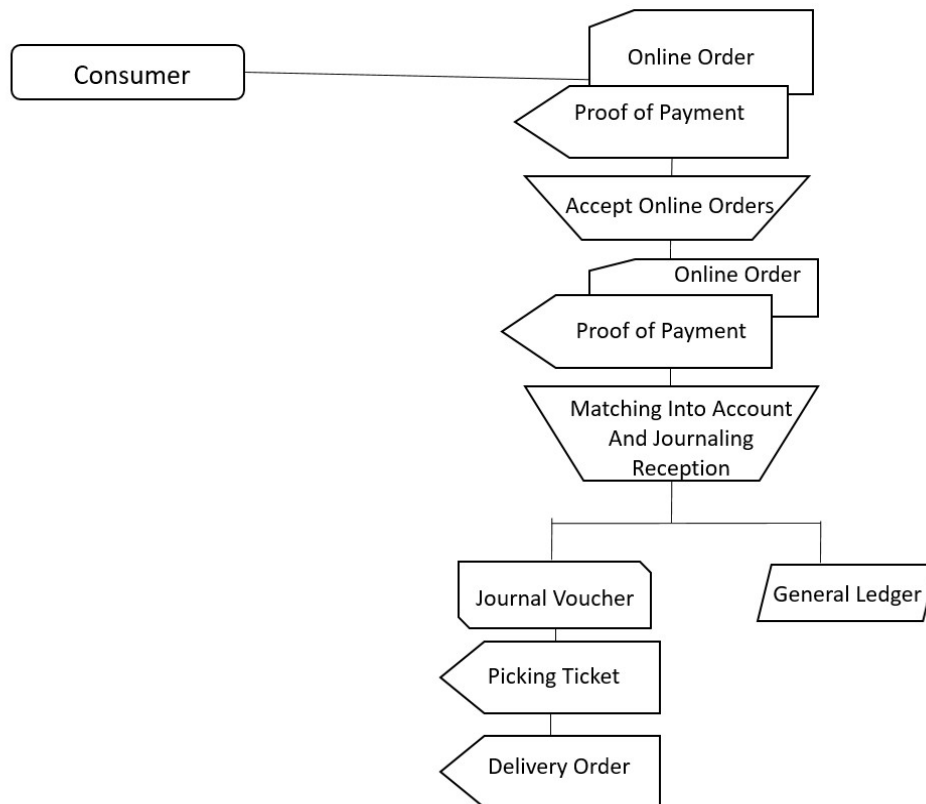
Figure 4. Flowchart online book sales cycle in Togamas

In this process for online sales, online orders from consumers will be received in advance by the online admin section. At the same time, consumers transfer an amount of money following the price they ordered and upload proof of payment. After receiving a customer order, the online admin reports to the finance department to check the money goes into the Supratman Togamas account and then match it with proof of payment and online ordering if Togamas Suprataman has received the transfer and confirmation of payment, the finance department journals the receipt of online sales to the general ledger. And then, the general ledger creates a journal voucher as proof that the online order is valid (already paid and received by Togamas Supratman). After journalizing, the finance department notifies and gives the journal voucher to the online admin. The online admin section who has received confirmation from the finance department (journal voucher) then recommends making a picking ticket to the data entry. While looking at online orders and journal vouchers, the data entry section makes picking tickets according to the names and quantities of goods ordered by consumers. Picking tickets that have been made are given to the online admin and journal vouchers archived by date by the data entry section. After getting a picking ticket, the online admin section makes a delivery order and submits the two documents to the logistics department. The logistics department (warehouse security)

carries out deliveries to consumers by the coordination of the online admin. Also, it carries delivery orders to be signed by consumers as proof that consumers have received the goods. Delivery orders that have been signed by consumers are returned to the logistics department that sends goods ordered online. Delivery orders that have been approved by consumers are archived by warehouse security based on the delivery order number after submitting products to consumers.

Also, there are challenges of online bookstore such as Togamas where the company can survive not only rely on strength on products or services but also on fast and timely delivery, good service, a fast response, and good web design, so it makes customers want to repurchase books.

4. Conclusion

Based on the results of the research, it can be concluded that Togamas website that utilizes the internet as a marketing medium, it can make it easier to provide services to consumers optimally, and it provides information 24 hours that can be accessed anytime and anywhere. And, Website appearance is designed as simple as possible, consisting of the home menu, book category, all books, new books, bestsellers, promo books, and the search that can facilitate the customers in conducting transactions. Moreover, With the Togamas bookstore website can increase the turnover of the bookstore, this is because the income no longer comes from offline, but also through online marketing. If the store was not open, so reservations can still be made online.

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