



COMPARISON OF THE EFFECTIVENESS OF OFFLINE AND ONLINE SALES OF CHOCO JINJER PRODUCTS BY POLITEKNIK MEDICA FARMA HUSADA MATARAM

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ABSTRACT

This study aims to observe the comparison of marketing effectiveness in offline and online sales of HMPS Farmasi's choco ginger products. To clearly see the impact of offline and online marketing on existing sales. The research method used is a sequential exploratory approach. To address the research question, both qualitative descriptive and quantitative descriptive methods were employed, utilizing an independent sample T-test. The results indicate that, when measured using a percentage scale, there is a significant difference between offline and online marketing methods. The results of the independent sample T-test showed good results, as seen from the Sig. (2-tailed) value of $0.043 < 0.05$. This means that H_0 is rejected and H_a is accepted. If H_a is accepted, then there is a difference in the average sales results. Furthermore, when examining the t-value, the t-value is less than 0.1937, indicating a difference in average sales results between offline and online sales of the Choco Ginger HMPS Pharmacy product. It can be concluded that the most effective sales strategy is offline sales, with an effectiveness rate of 92%.

KEYWORDS

Sales Effectiveness, Choco Jinjer, Offline and Online Sales, Marketing Strategy

INTRODUCTION

The fierce competition in today's business world means that businesses are constantly striving to maintain their operations and compete to achieve their desired goals. Many steps are taken by businesses to stay afloat in the midst of current competition, such as building and managing a business to produce a quality product. Marketing suggests that an organization's success depends on its ability to understand customer needs and desires, and to meet them efficiently and effectively compared to its competitors (Andi, 2015).

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Marketing effectiveness refers to the extent to which businesses achieve agreed-upon or pre-set targets. Effectiveness can also be defined as the degree to which specific objectives are maximally achieved, considering aspects such as process, quantity, format, and timing that align with the producer's needs and organizational regulations. A situation that indicates the extent to which a plan can be achieved, and the more plans that result from a mindset that can be achieved, the more effective the marketing activity is. Therefore, an effort is considered effective if it has achieved its objectives. The most important thing is that effectiveness does not refer to the amount of costs incurred to achieve the objective; it only assesses whether a program or activity has achieved the set objectives (Aufa, 2019).

Politeknik Medica Farma Husada Mataram is the best private university in NTB. Politeknik Medica Farma Husada Mataram is one of the campuses that produces health drinks, namely choco jinjer, which is made directly by the Pharmacy Study Program Student Association (HMPS). The production of choco jinjer drinks has been running for 3 years, starting from 2021 until now.

Choco Jinjer is a type of health drink that not only quenches thirst but also provides health benefits when consumed regularly. Medica Farma Husada Mataram. The development of information technology has greatly supported efforts to overcome challenges in marketing the Choco Jinjer healthy beverage. The marketing approach for Choco Jinjer involves both offline and online methods. Offline marketing focuses on attracting consumers through physical promotions, while online marketing highlights product variants, benefits, ingredients, preparation methods, and pricing. Functional beverages are primarily derived from combinations of traditional spices. The development of beverage formulations is driven by increasing public awareness of health, making functional beverages a viable alternative product widely consumed by the public as a healthy and high-quality refreshing drink (Chudri et al., 2019).

In line with the study conducted by Nafilah and Mutaqin (2023) on the offline and online marketing analysis of Red Ginger Powder during the COVID-19 pandemic at PT Wangunsari Pratama, offline sales at PT Wangunsari Pratama were more effective than online sales.

Based on the above discussion, the researcher aims to further investigate through the study titled "Comparison of the Effectiveness of Offline and Online Sales of Choco Jinjer Products at Politkenik Medica Farma Husada Mataram."

METHOD

The research method used is a mixed methods approach. Mixed methods is a research approach that combines qualitative and quantitative forms. In this study, the method used is sequential exploratory mixed methods, which combines qualitative methods first to uncover the events or



marketing methods used by HMPS Pharmacy, and quantitative methods to compare the effectiveness of the marketing results carried out by HMPS Pharmacy both offline and online. The variables used are offline and online sales methods.

RESULT AND DISCUSSION

HMPS Pharmacy has the same sales target for offline and online marketing. Offline marketing is used to maintain quality and customer service. Meanwhile, online marketing is used to attract new customers and expand market reach. Therefore, HMPS Pharmacy has set a sales target of 100 choco ginger products every two weeks for offline marketing and a sales target of 100 choco ginger products every two weeks for online marketing.

1. Online Sales Results

Table 1. Online Sales Data

Week	Day							Total
	1	2	3	4	5	6	7	
1	5	6	2	7	4	5	7	36
2	4	5	3	4	7	7	8	38
Total								74

Based on the online sales results data in Table 1, it is known that the total sales in week 1 were 36 products and the total sales in week 2 were 38 products, with a total of 74 products sold overall.

2. Offline Sales Results

Table 2. Offline Sales Results Data

Week	Day							Total
	1	2	3	4	5	6	7	
1	6	5	5	7	8	7	11	49
2	7	5	4	5	4	6	12	43
Total								92

Based on the online sales results data in Table 2, it is known that the total sales in week 1 were 49 products and the total sales in week 2 were 43 products, with a total of 92 products sold.

3. Percentage of Offline and Online Sales Effectiveness

Table 3. Offline and Online Sales Effectiveness

Sales Method	Total	Target	Percentage
<i>Online</i>	74	100	74%
<i>Offline</i>	92	100	92%

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In terms of sales effectiveness, both online and offline sales do not yield perfect results, but they can be considered sufficiently effective. However, the effectiveness of offline sales is better than that of online sales, with the effectiveness of offline sales accounting for 92% of the total observations, while online sales only account for 74% of the total observations. From the comparison of online and offline sales results conducted by HMPS Farmasi, it is evident that offline sales are more successful in achieving targets than online sales. Therefore, based on the objectives and targets of the online sales conducted by HMPS Pharmacy, it is proven that the goals have been achieved, with an expanding market reach while increasing the number of customers. On the other hand, from the perspective of the average daily sales over the two-week observation period, it is evident that the first and second weeks had the highest average offline sales.

Based on the results of the hypothesis test using SPSS, the sig value for Equality of Variances was $0.056 > 0.05$, indicating that the variance between online and offline sales data is homogeneous or equal. Based on the table of the independent sample test in the Equality of Means section, the sig value (2-tailed) is $0.043 < 0.05$. Therefore, based on the decision-making criteria in the independent sample test, it can be concluded that H_0 is rejected and H_1 is accepted. Thus, it can be concluded that there is a significant (real) difference between the sales results of online and offline sales. Based on the hypothesis testing, the calculated t-value is $-2.129 <$ the table t-value of 0.1937, so H_1 is accepted and H_0 is rejected, meaning there is a difference in the average sales results between offline and online sales.

CONCLUSION

Based on the results of the analysis conducted to determine the effectiveness of online and offline sales carried out by HMPS Pharmacy, it can be concluded that there is a significant difference in the effectiveness of online and offline sales carried out by HMPS. The most effective sales strategy for Choco Jinger products is offline sales, with a sales effectiveness percentage of 92%.

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