

MSMEs' Choice of Places to Sell in the Pandemic Era

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Abstract

The pandemic era is increasingly changing the order of business processes. MSMEs are getting a real impact from the pandemic, which makes them look for new ways to sell. The existence of technology and restrictions on physical activity due to the Covid-19 make business owners have to take a new approach in selling. The research was conducted on 95 MSMEs in Bandung City, Indonesia, through an open-ended question survey. The research data was then processed and analyzed using qualitative data analysis software. The results of the study indicate that there is a dominance in the choice of places to sell online. The dominant channels are sales through e-commerce, mobile commerce and social media. Practical choices, ease of payment, ease of product delivery, and lower marketing costs are factors in supporting MSMEs to make sales on the online platform. This research is useful for academics to prepare teaching of good selling patterns on online platforms, then this research is useful for the government to provide policies that support MSMEs, as well as for platform providers to be able to explore insights into the needs of MSMEs in order to improve service and performance from the platform.

Keywords

MSMEs, e-commerce, mobile commerce, social media, marketing.

Biography

Puji Prabowo is a creativepreneur lecturer, and also a sociopreneur who has been working for 10 years. He is also a coach for business incubator at Binus University. He is enthusiastic about the entrepreneurial ecosystem, entrepreneurial skills, innovation, creative ideas, and business development.