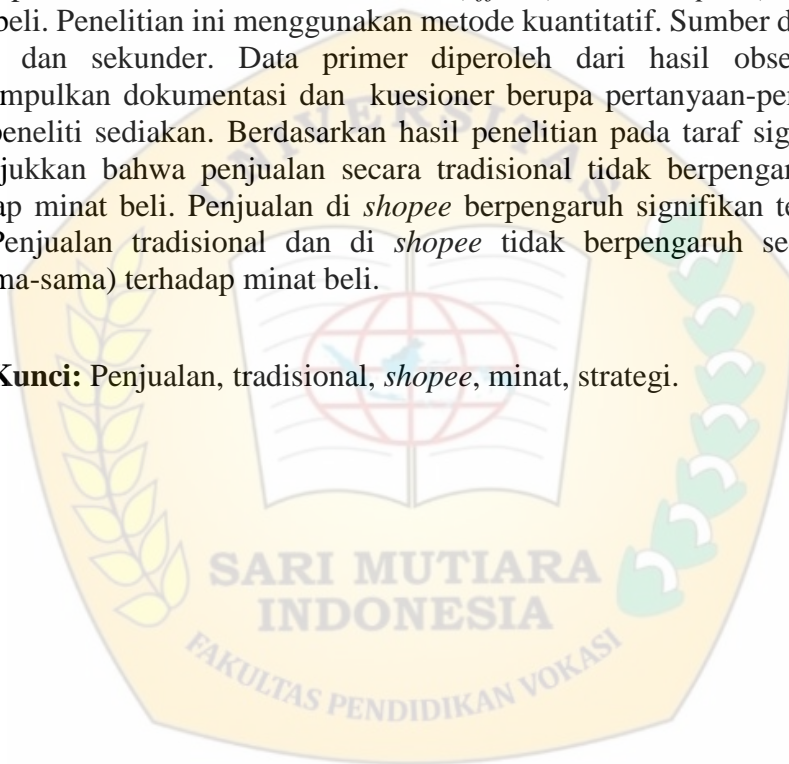


ABSTRAK

Dalam masa pandemik *Covid-19* ini, penjualan produk peralatan medis pencegah penyebaran *Covid-19* baik penjualan di *shopee (online)* maupun secara tradisional (*offline*) sangat meningkat. Berbagai cara yang dilakukan oleh pelaku bisnis agar usaha yang dijalankan tetap berjalan ditengah-tengah persaingan yang ada. Rumusan masalah dalam penelitian ini adalah analisis pengaruh penjualan produk peralatan medis pencegah penyebaran *Covid-19* dan penerapan strategi penjualan daerah medan. Tujuan penelitian ini adalah menganalisis pengaruh ketertarikan konsumen dalam membeli produk serta untuk mengetahui pengaruh penjualan produk peralatan medis secara tradisional (*offline*) dan di *shopee (online)* terhadap minat beli. Penelitian ini menggunakan metode kuantitatif. Sumber data yaitu: data primer dan sekunder. Data primer diperoleh dari hasil observasi dengan mengumpulkan dokumentasi dan kuesioner berupa pertanyaan-pertanyaan yang telah peneliti sediakan. Berdasarkan hasil penelitian pada taraf signifikansi 0,05 menunjukkan bahwa penjualan secara tradisional tidak berpengaruh signifikan terhadap minat beli. Penjualan di *shopee* berpengaruh signifikan terhadap minat beli. Penjualan tradisional dan di *shopee* tidak berpengaruh secara simultan (bersama-sama) terhadap minat beli.

Kata Kunci: Penjualan, tradisional, *shopee*, minat, strategi.



ABSTRACT

During this Covid-19 pandemic, sales of medical equipment products to prevent the spread of Covid-19, both sales at shopee (online) and traditionally (offline) have greatly increased. Various ways are used by business people to keep their business running amidst the existing competition. The formulation of the problem in this study is an analysis of the effect of selling medical equipment products to prevent the spread of Covid-19 and the application of a sales strategy in the Medan area. The purpose of this study was to analyze the effect of consumer interest in buying products and to determine the effect of selling medical equipment products traditionally (offline) and at shopee (online) on buying interest. This study uses quantitative methods. Data sources are: primary and secondary data. Primary data were obtained from observations by collecting documentation and questionnaires in the form of questions that the researchers had provided. Based on the results of the study at a significance level of 0.05, it shows that traditional sales have no significant effect on buying interest. Sales at shopee have a significant effect on buying interest. Traditional sales and shopee do not have a simultaneous (together) effect on buying interest.

Keywords: Sales, traditional, shopee, interests, strategy.

