

INTISARI

Pedagang Besar Farmasi memiliki peran penting dalam menjamin ketersediaan obat dalam sistem pelayanan kesehatan, namun kinerja distribusinya masih sering terkendala oleh mekanisme penjualan konvensional. Penerapan *e-commerce* diharapkan dapat meningkatkan efisiensi manajerial dan mendukung kinerja penjualan dalam distribusi farmasi. Penelitian ini bertujuan untuk menilai dampak penerapan *e-commerce* terhadap peningkatan jumlah pesanan dan total omset pada Pedagang Besar Farmasi PT. Wahana Fajar Utama di Bali. Penelitian ini termasuk jenis kuasi-eksperimental dengan rancangan *one-group pretest-posttest* dilakukan dengan menganalisis data transaksi tiga bulan sebelum dan sesudah implementasi *e-commerce*. Penelitian ini menggunakan pendekatan *mixed methods* yang dilengkapi dengan data kuantitatif dan kualitatif untuk memperkaya interpretasi hasil.

Lokasi penelitian dilakukan di salah satu PBF di Bali, dengan waktu pengambilan data selama enam bulan, dari Januari hingga Juni 2025. Populasi penelitian adalah seluruh item obat yang tercatat dalam sistem perusahaan. Sampel diambil dengan teknik *consecutive sampling* berdasarkan kriteria inklusi, yaitu obat yang tercatat dalam sistem penjualan konvensional dan telah terdaftar pada aplikasi *e-commerce*, serta kriteria eksklusi berupa obat yang *out of stock* atau dihentikan distribusinya selama periode penelitian. Analisis data dilakukan menggunakan uji normalitas Shapiro-Wilk ($p\text{ value} > 0,05$) dan uji *Paired Sample T-Test* ($p\text{ value} \leq 0,05$). Hasil penelitian menunjukkan bahwa terjadi peningkatan rata-rata jumlah pesanan bulanan dari 194 menjadi 256 (32%) dan peningkatan rata-rata omset bulanan dari Rp264.723.293 menjadi Rp396.445.539 (49,7%). Hasil uji statistik menunjukkan perbedaan yang signifikan baik pada jumlah pesanan ($p\text{ value} = 0,034$) maupun omset ($p\text{ value} = 0,018$) sebelum dan sesudah intervensi. Implementasi *e-commerce* terbukti secara signifikan dapat meningkatkan jumlah pesanan dan total omset penjualan di Pedagang Besar Farmasi PT. Wahana Fajar Utama.

Kata Kunci: E-commerce, Kinerja Penjualan, Manajemen Distribusi, Pedagang Besar Farmasi

ABSTRACT

Pharmaceutical Wholesalers play a crucial role in ensuring the availability of medicines within the healthcare system; however, their distribution performance is often constrained by conventional sales mechanisms. The adoption of e-commerce is anticipated to improve managerial efficiency and support sales performance in pharmaceutical distribution. This study aims to evaluate the impact of e-commerce implementation on the increase in order volume and total revenue at the Pharmaceutical Wholesaler PT. Wahana Fajar Utama in Bali. This research is a quasi-experimental study employing a one-group pretest-posttest design, conducted by analyzing transaction data from three months before and three months after the e-commerce implementation. The study utilizes a mixed-methods approach, incorporating both quantitative and qualitative data to enhance the interpretation of the findings.

The research was conducted at a Pharmaceutical Wholesaler in Bali, with data collected over a six-month period from January to June 2025. The study population comprised all drug items recorded in the company's system. Samples were selected using consecutive sampling based on inclusion criteria, specifically drugs recorded in the conventional sales system and registered in the e-commerce application, and exclusion criteria, such as drugs that were out of stock or discontinued during the study period. Data analysis was performed using the Shapiro-Wilk normality test (p value > 0.05) and the Paired Sample T-Test (p value ≤ 0.05). The results revealed an increase in the average monthly order volume from 194 to 256 (32%) and an increase in the average monthly revenue from Rp264,723,293 to Rp396,445,539 (49.7%). Statistical analysis indicated significant differences in both order volume (p value = 0.034) and revenue (p value = 0.018) before and after the intervention. The implementation of e-commerce has been demonstrated to significantly enhance order volume and total sales revenue at the Pharmaceutical Wholesaler PT. Wahana Fajar Utama.

Keywords: *E-commerce, Pharmaceutical Wholesaler, Distribution Management, Sales Performance*