

ABSTRACT

Freshgo Indonesia is a business that sells food supplies, groceries and fruit. Based on the results of the research, it was found that there were problems with several Marketplace indicators which had a negative impact on sales goals.

The research method uses descriptive quantitative methods. Data collection techniques were carried out using non-participant observation, interviews and questionnaires given to 20 Freshgo Indonesia employees. The data analysis used is validity test, reliability test, simple linear regression test, spearman rank correlation coefficient, and coefficient of determination.

Based on data obtained from research results, it shows that there is an influence of the marketplace on sales goals at freshgo Indonesia on Tokopedia according to a simple linear regression test, while according to the spearman rank correlation coefficient analysis it is 0,839, meaning that the marketplace and sales goals have a strong influence. Apart from that, there is a coefficient of determination of 73,3%. This shows that the marketplace has an influence on sales goals and the remaining 26,7% is factors outside the marketplace variable.

Suggestions that researchers can put forward for Freshgo Indonesia are to provide sanctions to employees who make mistakes, which then has an impact on companies can sell more dry food products to get sales with a wide reach.

Keywords : Tokopedia Marketplace, Sales Goals