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had different satisfaction with the use of the system in different areas. The results were consistent with the hypothesis at the significance level of 0.05. Hypothesis 2: Data system classification, as a result, the system can be used easily. The results were consistent with the hypothesis at the significance level 0.05. Hypothesis 3: Fast search that meets the needs results in overall satisfaction with the system usage. The results were consistent with the hypothesis at the significance level of 0.05.

Keyword: Online sales system of the store B&M_bakehouse

Introduction

E-commerce or electronic commerce, is not just a distribution channel, but also includes the use of technology in business processes to reduce costs, reduce wasted time, wasted in vain and helped to increase the efficiency of business including the development of relationships between business owners and consumers of selling products online through the Internet, which is the most important channel today with the internet as a medium to connect. Buyers and sellers can trade with each other as information technology plays an important role to communicate business operations in various forms. Businesses in today's era are increasingly fiercely competitive, resulting in business operators having to adapt to seek modern computer and telecommunication technologies to enhance efficiency and create an advantage. In the competition, it helps to reduce costs, resulting in systematic linkages and increasing marketing channels for businesses (Taweesak Kanchanasuwan, 2009).

Nowadays, the website has become an important medium that plays a huge role in subject of advertising and public relations. This is because of the features that can be presented, disseminated information without limits, both in terms of time and distance. Anyone can click in and open 24 hours a day, no matter where they sit in the world with such advantages, companies, department stores, almost all establishments, both public and private or even the general public. They have a need to create a website as a new communication channel for the benefit of disseminating information and news to the target group such as advertising for the sale of goods and services in various forms with business objectives or using



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the website as a channel for disseminating information corporate news to publicize the organization to be known for the purpose of creating an image of the organization to be accepted. The website is a very effective medium to fulfill this task. Using technology is essential for today's 4.0 era, whether it is communicating and including searching for information on smart phone or computer. In addition, in the current situation that has an epidemic (Covid-19) causing consumers to be unable to shop at the shop and entrepreneurs are unable to sell products, therefore, they must find a solution to the problem. Therefore, resulting in the use of technology for working and managing the entrepreneur's business, it is a method of selling products online, which is another option that entrepreneurs can easily reach their customers because the online selling business has come into play a huge role nowadays. This allows consumers to make decisions about purchasing products and services through a convenient website without the need to go shopping at the store anymore.

Research objectives

1. To study the development of the website for ordering snacks
2. To assess the satisfaction of the users of the system

Hypothesis

Hypothesis 1.1 Buying products of B&M_bakehouse with different genders had different overall satisfaction with the use of the system in different areas.

Hypothesis 1.2 Buying products of B&M_bakehouse of different ages had different overall satisfaction with the use of the system in different areas.

Hypothesis 2 Organizing the information system into categories results in the ease of use of the system.

Hypothesis 3 Quick search that meets the needs results in overall satisfaction with the system usage.



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Scope of study

This research, the researcher has determined the scope as follows:

1. Research samples

Population were consumers who choose to buy products at B&M_bakehouse.

2. Scope of research

This is a survey research using questionnaire as a tool to collect research data.

3. Variables

The variables used in this research study were as follows:

3.1 Initial variable

Factors affecting the decision to buy products of B&M_bakehouse

- 1) Product
- 2) Price
- 3) Product distribution (Place)
- 4) Marketing Promotion (Promotion)

Satisfaction in using the store's ordering website B&M_bakehouse

- 1) Design and styling
- 2) Quality of content
- 3) Performance
- 2) dependent variable

Research methodology

1. The research samples

Samples in this research were consumers who choose to buy products at the store. B&M_bakehouse through online channels. The researchers therefore uses the formula for determining an unknown sample size of Taro Yamane (Ymane, 1973) at a 95% confidence level. Therefore, the sample size calculated using Yamane's formula (1973) yielded a sample size of 385 people to be randomized. The researcher collected 400 samples.



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2. Research tools

The research tool were questionnaires which asked about the basic information of the respondents and questionnaire on the satisfaction of electronic information system users in the form of a shopping-selling website of B&M_bakehouse shop.

3. Methods of collecting information

This research will collect both primary and secondary data:

3.1 The primary data source (Primary data) was obtained by using a questionnaire to collect data from a sample of 400 people.

3.2 Secondary sources (Secondary data) obtained from the study and research of journal documents. Related research and internet resources.

4. Methods of data analysis

The researcher used a ready-made static program as a tool for data analysis by dividing the analysis into quantitative data and analyzing the general data of the respondents by using frequency and percentage. The difference between independent variables and variables followed by using statistical values t-test and F-test by Independent Sample t-test (Analysis of mean difference).

Research results

Results of the study were as follows: gender of samples were totaling 228 females, representing 57%, and 172 males, representing 43%, respectively.

The samples who were 15-25 years old, 307 persons, representing 76.75%, and 26-35 years old, 93 persons, representing 23.25%, respectively.

The results of the study on design and format of design for ease of use:

The menu is not complicated, the satisfaction level was at 4.27, the standard deviation was 0.723, it was at a high level, followed by the process of running the system as fast as 4.24, the standard deviation was 0.879, at a high level. Ease of access to the system was 4.23, the standard deviation was 0.830, at a high level. The information system was organized into categories equal to 4.10, the standard deviation of 0.808 was at a high level, respectively.



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The results of the study on the quality of content:

Accuracy and completeness of the information, the satisfaction level was at 4.23, the standard deviation was 0.680, at a high level, followed by the convenience of linking information within the website, 4.14, and the standard deviation was 0.867, at a high level. The speed of accessing the website was 4.13, the standard deviation was 0.691, at a high level. The appropriateness of the information within the website was 4.11, the standard deviation was 0.749, at a high level, respectively.

The results of the study on efficiency:

Accuracy in data linking, the satisfaction level was at 4.28, the standard deviation was 0.738, was at a high level, followed by the overall satisfaction with the use of the system, 4.21, the standard deviation was 0.766, was at a high level. Got the results in a quick search that meets the requirements, equal to 4.19 standard deviation of 0.691, at a high level. It took the time to download as fast as 4.12, the standard deviation was 0.753, at a high, respectively.

Discussions

From the research results, there are important issues that are discuss the results as follows:

Research Hypothesis 1.1: Buying products of B&M_bakehouse with different genders had overall satisfaction with The use of the system in different areas.

The study found that the t-Stat value (-53.95) which is less than the Critical two-tail $t = 1.97$, thus accepting the main hypothesis and rejected the secondary hypothesis, i.e. the mean of the results of the two analyzes differed not significantly, or the P-value [P(T<=t) two-tail] (2.11) was greater than 0.05, i.e. $p > 0.05$ Therefore, the main hypothesis is accepted, and reject the secondary hypothesis

Research Hypothesis 1.2: Buying products of B&M_bakehouse at different ages had overall satisfaction with the use of the system in different fields.

The study found that the t-Stat (-65.01) which is less than the Critical two-tail $t = 2.09$, thus accepting the main hypothesis and rejected the secondary hypothesis, i.e. the mean of



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the results of both analyzes differed not significantly, or the P-value [$P(T \leq t)$ two-tail] (2.09) was greater than 0.05, i.e. $p > .05$ Therefore, the main hypothesis is accepted, and reject the secondary hypothesis

Research Hypothesis 2: Organizing the information system into categories resulted in the system being able to be used easily.

The study found that the t-Stat value (-5.19) was less than the Critical two-tail $t = 1.97$, thus accepting the main hypothesis and rejected the secondary hypothesis, i.e. the mean of the results of both analyzes differed not significantly, or the P-value [$P(T \leq t)$ two-tail] (3.43) was greater than 0.05, i.e. $p > .05$ Therefore, the main hypothesis is accepted. and reject the secondary hypothesis

Research Hypothesis 3: Fast search that meets the needs results in satisfaction in overview of system usage.

From the study, it was found that t-Stat (-0.95) which was less than t Critical two-tail = 1.97, thus accepting the main hypothesis and rejected the secondary hypothesis, i.e. the mean of the results of both analyzes differed not significantly, or the P-value [$P(T \leq t)$ two-tail] (0.34) was greater than 0.05, i.e. $p > .05$ Therefore, the main hypothesis is accepted, and reject the secondary hypothesis

Conclusion

The result of design and development of the website for B&M_bakehouse was found that users are satisfied with the use of the website with a total average at a high level ($\bar{x} = 4.19$, S.D. = 0.765)

Hypothesis test results:

Assumption 1.1: Buying products of B&M_bakehouse with different genders had overall satisfaction with the system which was used in various fields. The obtained results were consistent with the assumptions at the significance level of 0.05.

Hypothesis 1.2: Buying products of B&M_bakehouse at different ages had overall satisfaction with the system which was used in different fields. The obtained results were consistent with the hypothesis at the significance level of 0.05.



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Hypothesis 2: Organizing the information system into categories results in the ease of use of the system. The obtained results were consistent with the hypothesis at the significance level of 0.05.

Hypothesis 3: Fast search that meets the needs results in overall satisfaction with system usage. The obtained results were consistent with the hypothesis at the significance level of 0.05.

Suggestions

The results of this study can be extended in a broader perspective that will be beneficial in explaining the phenomenon and problems of purchasing products through the website for B&M_bakehouse or other related issues. Therefore, the researcher would like to suggest issues for the next research as follows:

1. Should study the attitude of purchasing products through the website for B&M_bakehouse from larger size of samples by adding samples in order to know the demand for different products or more.
2. Should study online shopping attitudes and purchasing decisions of samples in each type of online network in order to gain further insights into the study.
3. Other data collection tools should be added such as interviews, group discussions, in order to know the real needs of consumers who buy products through the website for B&M_bakehouse, and in order to develop the website's product trading for B&M_bakehouse to be more efficient and meet the needs of the population more in the future.

Suggestions for further research

This study is the study of buying products through the website for B&M_bakehouse only. Therefore, it should be learn more about other departments as a guideline for entrepreneurs or those who are interested in selling products via online system, apply it and manage it in order to make it more convenient and efficient.



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