

Utilization of E-Catalog to Increase Sales of Sand and Stone Materials for Road Paving Contractors: A Case Study of PT. Pioneer

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Article Info	ABSTRACT
Keywords: E-Catalog, Materials, Contractors	This study aims to analyze the effectiveness of utilizing E-Catalog in increasing the sales of sand and stone material suppliers at PT. Pioneer, a road paving contractor. Alongside digital transformation in procurement processes, the use of E-Catalog has become increasingly effective in promoting efficiency and transparency. This research employs a qualitative method with a case study approach on a material supplier engaged with PT. Pioneer through the E-Catalog platform. The findings reveal that the implementation of E-Catalog significantly facilitates the material search and ordering process, reducing time and administrative costs. For suppliers, E-Catalog expands market reach and accelerates the sales cycle. The sales increase is not only due to ease of access but also from trust built through transparent and accountable procurement processes.
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INTRODUCTION

The construction sector plays a vital role in infrastructure development, and the success of construction projects heavily depends on efficient material procurement. One of the essential materials in road paving projects is sand and stone. PT. Pioneer, as a road paving contractor, faces challenges in the procurement process, which has been manual and inefficient. Digitalization in procurement becomes a solution to enhance effectiveness and transparency. One of the rapidly developing digital innovations is the E-Catalog. E-Catalog allows suppliers to display products online, providing real-time information on prices, availability, and product specifications to buyers. In this context, PT. Pioneer adopts the E-Catalog to expedite the purchasing process, expand market reach, and improve operational efficiency. This study aims to analyze the impact of E-Catalog utilization on increasing the sales of sand and stone material suppliers. This research addresses a literature gap regarding the implementation of E-Catalog in the road paving sector, particularly in local contractor companies such as PT. Pioneer. This case study is expected to provide practical and academic insights related to digital transformation in goods and services procurement.

METHOD

This study uses a qualitative approach with a case study design at PT. Pioneer, located in Binjai City, North Sumatra. This method was chosen to gain in-depth understanding of the implementation and impact of E-Catalog on sales. Data were obtained through direct observation, in-depth interviews with sales managers, marketing staff, and customers, as well as documentation and questionnaires.

Primary data were collected through direct interaction with informants within the company and customers. Meanwhile, secondary data came from literature, journals, and internal company documentation. The analysis was conducted using descriptive-qualitative techniques by identifying patterns, themes, and relationships among variables based on relevant theories and empirical findings.

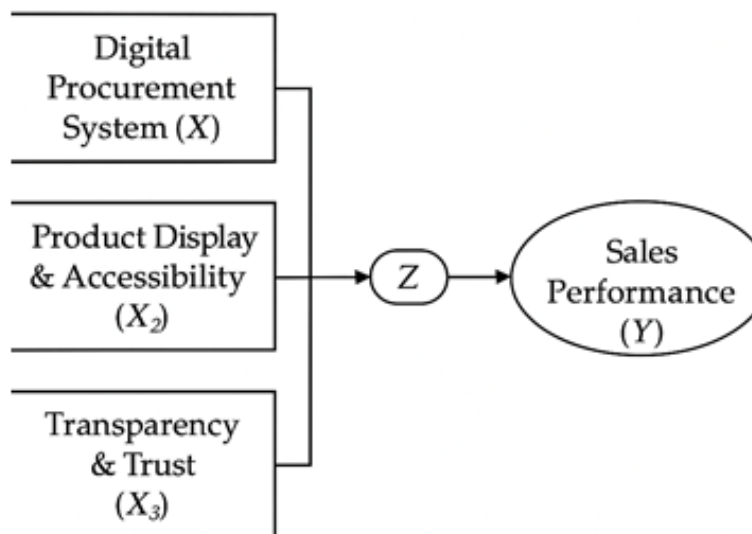


Figure 1. Research Conceptual Framework

RESULTS AND DISCUSSION

The results show that the implementation of E-Catalog at PT. Pioneer has a significantly positive impact on the sales process of sand and stone materials. Through observations and interviews, it was found that the use of E-Catalog accelerates ordering processes, reduces administrative costs, and expands marketing reach beyond the Medan area. Customers find it easier to access product information and conduct transactions. The search and filtering features available in the online catalog enable users to compare products efficiently. This increases customer trust in the transparency of pricing and product specifications. E-Catalog also helps build a modern and professional company image. However, challenges identified include limited product variation in the system, lack of user training, and dependence on stable digital infrastructure. The company needs to provide internal training and system enhancements to optimize E-Catalog usage. By utilizing a web-based E-Catalog built with PHP and HTML technologies, PT. Pioneer has succeeded in enhancing digital interaction with customers, displaying real-time product catalogs, and efficiently managing orders. This system indirectly increases sales volume and strengthens the company's market position in construction materi.

CONCLUSION

The utilization of E-Catalog has proven to enhance the efficiency and effectiveness of the sales process at PT. Pioneer. With a well-structured digital system, the company can present products transparently, accelerate transactions, and reach a wider market. This directly impacts increased sales volume and customer trust. The implications of this study show that digital transformation through E-Catalog is an effective strategy in the procurement of goods and services in the construction sector. However, implementing this system requires support in infrastructure, digital literacy, and proper information management. This study is limited to a single case focus in one company. Future research is recommended to involve more companies and regions to obtain a more comprehensive picture.

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