

Abstract

Electric bikes (e-bikes), known as "selis" in Indonesia, are becoming increasingly popular as a mode of transportation in the country. This is evidenced by the rising sales volume and revenue of selis products on e-commerce platforms. This research aims to analyze the comparison of sales volume and revenue of selis products on Shopee and Tokopedia. The study employs a quantitative method with a descriptive approach. Sales volume and revenue data for selis products on Shopee and Tokopedia were obtained from the sales volume and revenue reports of both e-commerce platforms. The research data were analyzed using descriptive analysis techniques. The results of the research indicate that Shopee has a higher sales volume of selis products compared to Tokopedia. In the year 2023, the sales volume of selis products on Shopee reached 37 units, while on Tokopedia, it reached 15 units. This is attributed to Shopee having a larger user base than Tokopedia. However, Shopee has higher revenue from selis products compared to Tokopedia. In 2023, the average revenue per selis product on Tokopedia reached Rp. 151,983,166.67, while on Shopee, it reached Rp. 161,325,000.00. This is due to the fact that selis product prices on Shopee often have more discounts compared to Tokopedia. In general, the results of this research indicate that both Shopee and Tokopedia are potential e-commerce platforms for marketing selis products.

Keywords: Electric Bikes, Shopee, Tokopedia, Sales, Revenu