

APPLICATION OF THUMB MANAGEMENT IN IMPROVING THE MARKETING PERFORMANCE OF DROPSHIPPERS

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ABSTRACT

The objective of this research is to investigate the implementation of dropshipper's thumb management in enhancing marketing performance. The research employed a qualitative methodology, focusing on dropshippers in Pamekasan Regency as the research subjects. The research findings on the implementation of online business management by dropshippers indicate that there is still room for improvement. The dropshippers have not fully concentrated on their online business endeavors, resulting in suboptimal outcomes in planning, organizing, directing, and controlling. However, they have managed to enhance their marketing performance by adopting an online business orientation, which involves innovation, risk-taking, and proactive actions. As a result, the sales volume of their products has been steadily increasing year after year. Moreover, they have successfully achieved customer growth in line with their objectives, leading to an increase in the profits generated from product sales.

Keywords: Thumbs management, Marketing performance.

INTRODUCTION

An approach to conducting business online is referred to as "dropshipping". The business idea is highly advantageous since it has the potential to operate autonomously while yet yielding a lucrative revenue. The three primary stakeholders in this industry are the manufacturer (also known as the product owner or wholesaler), the consumer (or buyer), and the dropshipper. The agreement among the three parties is conducted only through internet means. Dropshipping is a marketing technique in e-commerce where sellers do not need to keep physical inventory. Instead, they only need to provide product specifications such as photos, descriptions, and prices, which can be promoted on various social media platforms like Instagram, Facebook, and WhatsApp. (Wardaturrohah and H.Sakdiyah, 2021)

The proprietor or originator of a product may desire its expeditious sale. Hence, they employ a combination of conventional retail distribution and online sales tactics. Efficiency will diminish if a single entity monopolizes all online sales. Hence, the establishment of a village is essential to facilitate the online promotion of products by their respective owners. During the second quarter of 2020, the internet was accessed by 196.7 million individuals in Indonesia, which accounted for around 73.7% of the total population. This year, there has been an increase of approximately 25.5 million individuals utilizing it in

comparison to the previous year. As per Jamalul Izza, the Chairman of the Indonesian Internet Service Providers Association (APJII), the expansion is propelled by the extensive accessibility of high-speed internet infrastructure and the significant transition to digital platforms caused by the Covid-19 pandemic, commencing in March 2020.

The number of Indonesian internet users as of the second quarter increased significantly based on the results of the 2019 internet user behaviour survey in 2018 submitted by APJII. Intelligent finger play naturally follows. Of course, fingers on the keyboard will play an important role in dropshipper operations. Computers, mobile devices, and the internet play an important role in almost every aspect of modern life, from getting work done and studying to socialising and having fun. Regardless of whether one's job requires extensive use of computers and the internet or not, most people spend at least three hours per day doing internet-related activities (Sakti, R., 2013). The average person spends two hours each day browsing social media sites, as reported by the Global Web Index (Wisnubrata, 2018). When doing business online or travelling, dropshippers cannot ignore the importance of thumbs.

Dropshippers can enhance their ability to attract online shoppers by offering their products exclusively on a specialized e-commerce platform. Dropshippers are accountable for completing sales transactions when a buyer indicates their intention to buy an item from their e-commerce site. Dropshippers are tasked with several obligations, which include providing accurate information to clients, arranging orders with the principal agent (the manufacturer or supplier), confirming that customer payments have been delivered to the correct account, and monitoring the distribution of products. Provided that the business maintains its success, dropshippers will receive cash remuneration for their endeavors. In order to maintain the satisfaction of dropshippers, it is crucial to possess proficient thumb control. When attempting to sell their goods online in the Indonesian market, dropshippers frequently face challenges, such as suppliers offering products that do not fulfill customer expectations, frequent unavailability of suppliers' product stock, extended delivery times for consumers, and so on.

This study was inspired by a problem that already exists: how well does using thumb management improve dropshipper marketing in Pamekasan Regency?

LITERATURE REVIEW

1. Marketing Management

The primary objective of marketing is undoubtedly to generate profits. However, it also encompasses other essential functions, including product planning, pricing, advertising, and distribution. Marketing is a crucial undertaking for the organization and serves as the comprehensive framework for all business activities. Marketing is the primary driver of a company's profitability by promoting and selling its products or services.

As stated by Assauri and Sofjan (2002), marketing management refers to the systematic process of analyzing, planning, implementing, and regulating programs designed to generate, establish, and sustain profits through targeted markets, with the ultimate aim of achieving long-term organizational goals. Companies that prioritize demographic targeting in their marketing strategy likely to achieve long-term success. Marketing theory posits that the prosperity of a business is contingent upon the satisfaction of its customers. When a company's integrated marketing activities successfully fulfill a consumer's desires and requirements, the consumer will experience satisfaction. The marketing concept comprises four

fundamental elements: customer-centric focus, delivering desired products or services, integrating marketing strategies, and attaining organizational objectives.

2. Thumb Management

Effective management is essential for the success of any organization, regardless of whether it is real or virtual. Efficient business administration is crucial for effectively coordinating the multiple components involved in running a firm. Management in business refers to the systematic process of strategizing, overseeing, and guiding an organization towards the attainment of pre-established objectives. As seen from the preceding definition, systems encompass a broad range of activities, including design, administration, and implementation. This component is commonly referred to as "management". Management, according to the definition provided by Afandi (2018), refers to the act of guiding a group of individuals towards achieving success by employing a blend of strategic planning, operational proficiency, and effective human resource management.

To achieve success in an online business, it is typically necessary to possess extensive knowledge and proficiency in both information technology and the products or services being offered. Information is the primary commodity in the realm of online commerce. While the promotion of the commodity occurs online, the actual transaction of buying and selling takes place through conventional means, rather than using the internet. Nevertheless, it is evident that, just like conventional enterprises, prosperous online endeavors want capable administration.

Essential components for operating an online business include individuals, computer systems, internet access, merchandise, and financial resources. People, in this sense, refers to persons who provide assistance and possess expertise in fields such as information technology, business, and management. Nevertheless, possessing comprehension of computers and internet accessibility might serve as the initial investment for an online enterprise.

Management, according per Priharto's (2020) definition, encompasses the activities of organizing, leading, and controlling the operations of a firm or business. These measures are designed to facilitate the organization in attaining its objectives. Business management encompasses all strategic efforts undertaken to maximize revenue.

The practice of managing online enterprises that are regularly updated using mobile phones and laptops as business tools through social media is referred to as "thumb management" due to the necessity of possessing management abilities.

3. Online Business (E-Commerce)

The emergence of the Internet will facilitate various aspects of life. The internet enables firms to expand globally, irrespective of their geographical location. The online business model is advantageous due to its little initial investment, flexible work schedule, and easy access facilitated by the internet. As per Wicaksono (2011), conducting business online offers unique benefits that are not achievable through conventional methods. Online enterprises offer numerous benefits, such as minimal initial expenses, a broader pool of prospective clients, reduced operational costs, round-the-clock customer care, greater flexibility in staff scheduling, and more competitive pricing for products and services.

E-commerce encompasses all commercial transactions that are handled exclusively through internet platforms. While television and telephones continue to be utilized, the internet has become the primary

platform for doing e-commerce in contemporary times (Nayoan Adwin, 2019). Electronic commerce encompasses all forms of commercial transactions conducted over the internet.

As per Sisil (2017), "e-business" encompasses any commercial transactions that can be automated using data networks and the World Wide Web. E-business enhances a company's operational efficiency and flexibility by enabling seamless contact with both internal and external data processing systems.

E-Business facilitates the digitization of internal transactions and activities through the utilization of company-owned information systems. E-business does not encompass commercial transactions that occur outside the organization, where there is an exchange of value. E-business encompasses all transactions conducted through digital or electronic channels.

4. Marketing Performance

Enhanced marketing outcomes can be attained by suppliers who uphold their promises, cultivate a strategic outlook, and execute efficient market orientation management (Kiuk W, 2006). Simamora (2005) defines "performance" as the extent to which an organization is concerned with understanding the performance of its products in the marketplace.

Marketing performance refers to the assessment of the efficiency of a business plan, as defined by Pelhan (1997) in (Sismanto, 2006).

Tatik (2000) defines marketing success as the increase in sales resulting from either retaining current customers or acquiring new consumers. Consequently, prosperous enterprises are those that can enhance their sales growth in spite of rising levels of competition. Tracking the sales performance of its products is crucial for every firm, as it immediately indicates the company's overall competitiveness in the market. Furthermore, the triumph of the company's latest offerings serves as a gauge of the marketing department's efficacy, so reflecting the company's enhanced performance.

Businesses can obtain valuable data to inform their decision-making by directing their attention towards the market. Innovation will drive the market, and marketing endeavors will generate improved outcomes. Businesses enhance their likelihood of effectively adjusting to their surroundings and acquiring new proficiencies by engaging in innovation. This, in turn, can yield a competitive edge and influence marketing outcomes (Widarti, 2011).

5. Dropship

Dropshipping is an e-commerce approach employed in online marketing. Dropshipping is a method of doing e-commerce in which products are sold by a third party on behalf of the buyer, rather than the seller (Iswidharmanjaya, 2012).

Dropship is an e-commerce business strategy in which the vendor does not personally handle the physical distribution of the goods to their customers. This strategy does not require any upfront cash or investment in inventory. By employing the dropshipping model, your sole obligation is to transmit the customer's order to your wholesaler or supplier, who will thereafter dispatch the product directly to the customer. Dropshippers are not required to physically handle or visually inspect the products they sell. Instead, they simply need to upload product photographs on their website and direct interested clients to contact the supplier listed there.

(Suryanto, 2013) provides an explanation of the dropshipping internet business concept. This company idea is highly advantageous since it has the potential to operate autonomously while yet yielding

an acceptable level of income. The three primary stakeholders in this industry are the manufacturer (also known as the product owner or wholesaler), the consumer (or buyer), and the dropshipper. The agreement among the three parties is conducted only through internet means. Primarily, the foremost desire of every business owner is for their things to be sold expeditiously. Hence, they employ a combination of conventional retail distribution and online sales tactics. Efficiency will diminish if a single entity monopolizes all online sales. Hence, manufacturers (item owners) require substantial assistance in order to effectively promote their products on the internet. Dropshippers are those that facilitate the process of selling products. Revenue sharing in dropship enterprises typically occurs through an agency system, commission structure, or reseller resale scheme, which is determined by the individual agreement between the dropshipper and the goods provider. The primary responsibility of a dropshipper is to market and advertise the offerings of suppliers and manufacturers. It is advisable for the dropshipper to possess an online retail platform in order to facilitate promotional efforts.

METHOD, DATA, AND ANALYSIS

1. Research method

This study employs qualitative research methodologies that do not entail statistical computations. Consequently, the findings are conveyed through phrases rather than numerical data. The research focuses on the dropshipping enterprises in Pamekasan Regency. This study exemplifies field research, which entails physically visiting the research site and performing investigations on location. The internet, commonly referred to as cyberspace, renders geographical and temporal boundaries inconsequential in relation to this area of research. This is a case study that directly pertains to the primary issue and research goals we previously addressed. Research conducted through case studies focuses on analyzing a specific facet of an individual's personality or character.

2. Research Object

Several dropshippers in Pamekasan Regency are the subject of the study. These are the dropshippers:

- 1) Batik Tulis Olshop
- 2) Fardan's Olshop
- 3) Aini Collection Olshop
- 4) Nana's Olshop
- 5) The BJ OlShop

3. Type and Sources of Data

The word "data source" refers to any information gathered from people who took part in the study or from papers, whether they are numerical or not. The information used in this study can be broken down into two groups:

- 1) Primary data

Primary data comes from first-hand notes and records made at the source. That is, experts get information from the thing they are studying directly, without going through anyone else. Interviews and participant observation were used to get first-hand accounts of the current dropshipping method for this study.

2) Secondary data

Information came from places other than the main study itself, like entries in encyclopedias, journal articles, and the proceedings of conferences. We learned about dropshipping systems from other sources, like scientific papers, comments from experts, and related documents and photos.

4. Data Collection Method

For this study, we looked into the research object to find useful information. Here are the steps that are taken to gather data:

1) Observation Method

In other words, trying to see and write down the thing being studied using a model. This is how information was gathered about how to buy and sell through dropshipping online stores in Pamekasan Regency.

2) Interview Method

Wawancara, atau metode wawancara, adalah percakapan terstruktur antara dua orang: pewawancara (interviewer) dan orang yang diwawancarai (interviewee), dengan orang yang diwawancarai (interviewee), dengan orang yang diwawancarai memberikan jawaban atas pertanyaan orang yang pertama dan orang yang pertama menyajikan dan menganalisis data dalam format standar yang memfasilitasi interpretasi. dan menarik kesimpulan. Informasi dikumpulkan hanya untuk tujuan mendeskripsikan fenomena; tidak ada upaya yang dilakukan untuk menjelaskannya, mengujinya, mengantisipasi hasilnya, atau menganalisis konsekuensinya.

5. Data Analysis Method

The authors employed a qualitative methodology for data analysis, wherein they utilized descriptive language instead of quantitative summaries. Qualitative analysis is an analytical approach that relies on carefully constructed corporate terminology. During the qualitative data analysis process, three streams of activity occur simultaneously. That is, exerting efforts to systematically observe and document the events under investigation using a model. This information was gathered on the logistics involved in purchasing and selling through online dropshipping stores in Pamekasan Regency.

1) Data reduction

Data reduction involves simplifying, abstracting, and transforming raw data collected from field notes to derive more conclusive findings or comprehensive observations. Continuous direct data reduction is performed during the implementation of qualitative research.

2) Data serving

The second aspect is the presentation of data by categorizing it according to problems and needs, obtaining information, and forming conclusions.

3) Data Collection

Furthermore, data is gathered with the intention of formulating conclusions based on the supplied facts.

RESULT AND DISCUSSION

1. Dropshipper Profile

The current trend of online commerce presents a lucrative potential for individuals to establish a home-based business by engaging in dropshipping, in order to generating revenue.

Dropshipping is an e-commerce method in which the vendor does not physically store the products being sold. In this arrangement, a provider will be required to provide things. A dropshipper will advertise products from suppliers on various social media channels, including Twitter, Facebook, WhatsApp, Instagram, and others, as a means of selling them. When a buyer makes a purchase, the dropshipper promptly transfers the order information to the supplier. Subsequently, the supplier will dispatch the merchandise to consumers on behalf of the seller. In this study, the dropship system is operated by five respondents who acquire product information, including images, from the supplier. Subsequently, the dropshipper proceeds to submit the photographs and product descriptions onto their various social media platforms, including Facebook, Instagram, and WhatsApp. When consumers express interest in purchasing a product, the dropshipper verifies with the supplier if the product is available for purchase. Once the dropshipper verifies the availability of the item, they inform the consumer and proceed to transmit the consumer's order data to the supplier. Subsequently, the dropshipper initiates a purchase transaction with the supplier on behalf of the consumer.

The dropshippers in Pamekasan Regency who are the subjects of this research, namely Batik Emas Olshop, Fardan's Olshop, Nana Olshop, Aini Collection Olshop, and BJ Olshop, offer a diverse range of products for sale. These products include fashion items such as clothing, gamis, hijabs, bags, and shoes, as well as furniture, household necessities, office supplies, accessories, and more. Additionally, they maintain a diverse network of vendors who furnish them with merchandise for retail. The payment methods employed to engage with consumers exhibit variation, with some utilizing the transfer technique while others opt for the COD (cash on delivery) option.

2. Discussion

This study aims to address the issue of online business thumb management and its impact on the marketing performance of dropshippers in Pamekasan. The research data is derived from interviews, observations, documentation, and literature studies conducted on 5 dropshippers who served as informants in addressing the problem.

Typically, the management function is categorized into four distinct components:

a. Planning

Planning in the context of an online business involves the process of identifying and selecting specific activities to be taken in order to successfully attain the desired objectives. At the outset of work formulation for planning, it is essential to establish the factors encompassed in management, including individuals, financial resources (capital), resources, machinery, techniques, and markets, based on their respective functions.

The interviews with dropshiper Batik Emas Olshop, conducted with the owner named Lailatul Firiyah who resides in Angsanah Village, Palengaan Pamekasan District, revealed that in order to operate an online business, one can utilize their thoughts and some capital to create electronic books in photoshop format on a laptop. These electronic books can then be listed as products and marketed online to

potential customers. Although the sales target has not been meticulously calculated, its objective is to generate a profit, even if it is just marginal.

“*“ Saya menjalankan usaha ini sudah enam tahun lebih dimana dengan uang yang sedikit hanya bermodal paket internet Rp.50.000,-dalam sebulan untuk memilih produk yang akan ditawarkan kepada pelanggan di Lazada, di Tokopedia saya data produk-produk yang tersedia dalam laptop. Keuntungan yang didapat lumayan banyak dalam sebulannya mencapai Rp.2.500.000,-“. Perencanaan dalam mencapai target penjualan cukup mengalir saja dari pesanan para pelanggan.”*

The results of interviews with Nana Olshop and Aini Collection Olshop which states that the beginning of starting an online business is only trial and error without any planning by utilising mobile phones that are commonly used to bermedsos ria with WhatsApp and Instragram and Facebook then interested in product offerings on social media. The interest is to present the products by capturing product images using a mobile phone and offering them to consumers. There is no predetermined objective for attaining the quantity of units requested by clients.

The primary purpose of engaging in business planning is to ascertain the company's or product's enduring aspirations, immediate aims, intended consumer base, and distinctive identity. Similar to any sizable corporation, our internet organization necessitates a distinct vision and objective to steer our choices and endeavors. Next, it is essential to ascertain the demographic characteristics of our prospective clientele and the underlying motivations for their initial purchase of our goods. Finally, the brand must exercise caution. Make an early decision on a brand name, and if you intend to sell things online, secure a domain name. Create a logo that accurately represents the core of the business, and select a color scheme that will immediately be identifiable to buyers. If our firm involves the resale of products belonging to others, particularly in the field of electronics, it is important that our brand name accurately represents the type of goods we provide. For instance, Electronic Solution is a widely recognized brand within the electronics sector.

b. Organizing

This word primarily pertains to the comprehension and implementation of effective strategies for managing and organizing an online business, ensuring its seamless and efficient operation.

The sequence of actions undertaken is as follows:

- Identify the suitable merchandise to offer, with information products like ebooks being an exemplary choice for online sales.
- Developing an e-commerce platform. Alternatively, suggest an e-commerce platform that might serve as a virtual marketplace for online sales and internet marketing.
- Digital marketing. Once the website is completed, you can populate it with details regarding the items or services offered by the dropshipper. Populate the webpage with compelling information.

According to the interviews conducted with BJ Olshop, specifically with Jamaluddin residing in Tlanakan Pamekasan on 19 October 2020, the following results were obtained:

“*Saya mbak pada saat awal memulai untuk menjadi dropshipper langsung tertarik untuk menjual produk baju. Hal yang saya lakukan langsung hunting produk-produk baju yang sesuai dengan trend masa kini. Langsung saya membuat logo BJ Olshop yang singkatan dari Bang Jamal agar dari nama tersebut membuat konsumen tertarik untuk membeli lewat saya. Saya lakukan semuanya hanya sendirian tanpa ada karyawan. Promosi yang dilakukan saya mbak adalah free ongkir untuk wilayah*

madura. Alhamdulillah produk yang terjual tiap harinya rata-rat 10 item". Lambat laun dengan berkembangnya usaha bisnis ini saya merekrut karyawan sebanyak dua orang. Yang satu bagian admin, satunya bagian promosi."

Meanwhile Nana Olshop stated as written below:

"Mulai merintis bisnis onlineshop ini saya sampai sekarang masih Bersama teman tanpa merekrut karyawan.Saya sebagai adminnya,saya yang melakukan promosi dan penjualan bersama seorang teman, sayapun melakukan packaging untuk layanan terdekat secara langsung."

For the first year or two of operation, every new business will be run by its founder. However, when things are running smoothly and making money, and there are more and more tasks for you to complete, the task of organising the war becomes very important. In running a business, one of the most important tasks is to form the right team or team of workers. One of the challenges in managing a team is figuring out how to delegate responsibilities. Sales administrators are the most needed employees when the going gets tough for internet organisations. Sales support is facilitated by administrative help. If they are mature, they can fill positions in marketing, visual design, quality assurance, inventory management, and even finance.

c. **Actuating**

The third function of online company management is focused on the capacity to effectively execute planned strategies in alignment with the desired objectives. After establishing that the product to be sold is an e-book, it is essential to carefully analyze the content of the e-book. What specific content is essential for readers, such as tutorials on generating income through the internet.

Furthermore, the aesthetics of the e-book are equally noteworthy, in addition to its substance. The choice of an aesthetically pleasing cover is an illustrative example that should be taken into account. Subsequently, the online shop is chosen as the platform for selling e-books that have been carefully curated in terms of both content and visual presentation. The technological methods of conducting business using the Internet include:

- 1) Start by selling things on social media, chat apps, and an online market.
- 2) The second thing is that the dropshipper will start building his own website if he is serious about his business.

Here's an example of the first reason that uses media for selling on the internet:

- 1) Some examples are Bukalapak, Tokopedia, OLX, and other web markets.
- 2) Facebook, Twitter, and Instagram are all examples of online sites.
- 3) Some well-known social texting apps are BBM, LINE, WhatsApp, and Telegram.

To go into more detail about the second reason, having your own website lets you use it as an online store or office. Once you have a website, you can use it to promote yourself on other websites, like social networks, discussion boards, shopping sites, and markets.

People are more likely to read status posts on social media, forums, etc. that have a dropshipper site link at the bottom of them. "Promotional effort" is another word for this.

You can find out what the dropshippers in this study do by looking at the talks that were done about how they use management functions to act, specifically the following:

The Interview from Aini Olshop says:

“Awal saya berbisnis online saya lakukan melalui media WhatsApp, Instagram dan faceebook dengan produk yang saya tawarkan dari Lazada, Tokopedia dan Bukalapak. Untuk membuat Web sendiri masih belum terpikirkan karena kurangnya pengetahuan aplikasi internet.”

Fardan’s Olshop also share the story of him starting the journey on the e-commerce:

“Saya berbisnis online diawali dengan menawarkan barang-barang hasil homemade yang saya tawarkan lewat facebook, kemudian berkembang produk yang saya tawarkan setelah paham tentang jual beli online dari Lazada, Shopee, Bukalapak, dan Tokopedia sangatlah mudah dan tidak memerlukan biaya yang begitu besar untuk bergabung dalam menawarkan produk-produknya tersebut.”

Otherwise, BJ Olshop shares how they manages the onlines business from the prespective of actuating:

“Saya melakukan bisnis ini membuat aturan atau pedoman dalam kegiatan bisnis ini misalnya admin wajib memberikan kabar kepada pelanggan jam perkiraan barang datang di tempat pelanggan, admin harus segera memberi jawaban atau respon sesuai dengan request pelanggan, admin wajib mengucapkan salam kepada pelanggan dengan ramah ketika pelanggan bertanya produk yang dijual. Kemudian selalu ucapkan “terima kasih, selamat beristirahat atau berkativitas kembali” setelah selesai melakukan transaksi pembelian produk.”

<http://www.findglocal.com/ID/Pamekasan/918555468168025/Online-Shop-Pamekasan> is the link to accessing information regarding the existence of Bang Jamal's BJ Olshop.

Establishing a standard operating procedure (SOP) is crucial in effectively managing a team or group of individuals. An organization's standard operating procedure (SOP) serves as the benchmark against which all other procedures are evaluated. Once all the necessary arrangements are in place, it significantly facilitates the process for us, as business proprietors, to develop the firm. This allows us to shift our attention away from day-to-day operations and instead concentrate on strategic growth, since the Standard Operating Procedures (SOP) can be periodically updated to enhance efficiency.

d. Controlling

The control function is essential due to several reasons, such as setting performance benchmarks and sales targets, as well as overseeing, analyzing, and enhancing current processes. Undoubtedly, every firm encounters challenges during its initial years of operation. However, possessing a comprehensive comprehension of operating controls enables us to establish realistic expectations for achieving success and implement appropriate corrective measures.

Understanding the significance of implementing diverse forms of corporate management, including those pertaining to:

1) Production

In order to accomplish this objective, production management closely monitors a range of parameters, including input selection (such as raw materials and product requirements), output evaluation (such as assessing if production is on schedule, excessive, or insufficient), and ensuring a balance between output and available finances.

2) Marketing

The absence of product awareness significantly diminishes the likelihood of its sale. Marketing management is a multifaceted subject. The primary aim of marketing management is to enhance the company's client base and market presence, however the precise aims of a company's marketing

strategy may differ. In order to thrive as a seller in our associated markets, it is imperative to possess a comprehensive awareness of your target audience and a discerning comprehension of the specific products they desire to purchase. The conventional rating system employs a star-based framework, ranging from 1 to 5 stars, with 5 denoting the highest rating.

Client happiness is influenced by various elements, such as product quality, delivery time, responsiveness, and packaging, among others.

3) *Distribution*

Distribution management has a significant impact on the management of commodity supply and distribution, as well as marketing management. Distribution mostly centers around inventory management and efficient delivery. The process of distributing goods, which involves warehousing them for the purpose of sale, is crucial for both brick-and-mortar retailers and e-commerce platforms. The lack of organized storage can have a direct negative impact on marketing and sales, resulting in consumer dissatisfaction and reduced revenues.

If products are not delivered as promised, both the marketing process and customer satisfaction will be negatively impacted.

Hence, it is crucial to contemplate the interplay between online sales, inventory levels at different stores, and the selected shipping method.

4) *Finance*

When initiating a company venture, prioritizing financial management is paramount. Always maintain a clear distinction between your personal and corporate funds to prevent any additional complexities or expensive errors that could potentially lead to the downfall of your company. Regrettably, numerous dropshippers fail to acknowledge this glaring reality, resulting in disarray in financial management and operational challenges. Having a finance team to manage balance sheets, profit and loss statements, cash flow statements, and other financial data is highly beneficial for a company experiencing positive performance.

Furthermore, this data will not only tell the dropshipper about the financial stability of his firm, but also assist him in making well-informed choices regarding the optimal allocation of his time and resources in the coming times.

5) *Human Resource*

Human resource management is commonly linked to staff availability and job assessment. It aids in establishing the benchmark for the necessary level of skills and work experience demanded by the organization, deciding employee remuneration, and defining employee rights and responsibilities. Through effective HR management, dropshippers have the ability to identify the specific HR training required to enhance employee skills in alignment with their potential. According to accomplished business experts, a truly exceptional organization is one that not only boosts its employees' skills but also enhances its sales revenue.

CONCLUSION

Based on the researchers' discussion, the findings regarding the application of thumb management by dropshippers in Pamekasan Regency can be summarized as follows:

1. The online business management conducted by dropshippers, including planning, organizing, directing, and controlling, is not yet fully optimized due to a lack of focus on their online business endeavors.
2. Online businesses have enhanced their marketing success by adopting an innovative, risk-taking, and proactive approach, as demonstrated by dropshippers.
3. The sales volume, which refers to the quantity or value of products sold by dropshippers, has been steadily increasing over the years. At the same time, client growth has been in line with the set targets, resulting in an increase in the profits generated from product sales by dropshippers.

IMPLICATION/LIMITATION AND SUGGESTIONS

Researchers can offer the following suggestions to dropshippers:

1. In order to achieve success, dropshippers must demonstrate a willingness to explore and implement novel concepts, methodologies, and distinguishing factors.
2. Dropshippers can enhance their marketing success by employing innovative program creation, which enables them to differentiate themselves from their competitors.
3. The marketing department is primarily focused on devising strategies to address future challenges.

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