Benefits of Technology for Business

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Abstract. The purpose of this study is to describe the benefits of technology in a business aspect nowadays. This type of research used descriptive method so that we could analyse the importance of technology in the sector of business. The results show that this research can use technology these days to help young businessmen or businesswomen who want to develop their ability according to the times. The benefit of technology is that now it can support business expansion. Besides doing business by utilising technology is useful because users can also learn technology at the same time. This can provide convenience for users. The impact from the utilisation of technology for business can also make the users take note to their accuracy that it is easier for them to make decisions. So we can take out the benefit from technology for business because it does not close the possibility of successful business for businessmen and businesswomen.

1. Introduction

The development of the current era where technology becomes a necessity, especially for businessmens today because it can promote their products using online methods, it can attract consumers to their online shop. According to Lu et all recommend and provide online services to provide product information in order to improve customer relations [1].

In Thailand has a positive attitude online shopping so that it can affect the intention of online buyers as has been done by thananuraksakul [2]. Everyone uses the internet media for online shopping, like the research there are seven factors that influence Chinese consumers online shopping and have risks, service quality, product variations, and convenience [3]. Making trust for consumers so that consumers are satisfied and provide positive support and provide a safe, friendly online shopping site [4]. Create a market according to needs by giving profits to companies to make the business competition that produces quality products and affordable markets [5]. Technology development is the main foundation of doing business [6]. It can be a success factor for companies that run businesses with current trends [7]. With a broad reach and can be done anytime anywhere and has many advantages that we can feel we can make sales and marketing through cyberspace or business technology that is currently being used. [8].

Companies prefer online businesses and transaction with electronic networks to increase consumer loyalty in online shopping [9]. As well as smooth communication between users and privacy, it is necessary to provide security and safety features [10]. The aim of this study is to find out and describe the benefits of technology for business and the ease of business with technology today because current technology can help businesses. Using this descriptive method to explain the superior product creation.
and make it easier for consumers and sellers to see our business by generating good reviews from consumers.

2. Method
This research used the descriptive method. Using descriptive methods can identify and introduce businesses using technology and analyse how essential and influential technology is for businesses. By using technology in business, it can be easier for them to be able to promote their products which are connected to websites that technology-based and will display products that are needed in detail from the product, the material and so on which can make it easier for prospective customers to choose and fulfil their needs also make it easier for sellers to not incur large costs. It turns out that there are still many business people who still do not use technology in their business and still consider using technology to be difficult. Therefore we need to introduce business people to using technology not only in offline business.

3. Results and Discussion
In order to attract the attention of technology connoisseurs with business, we need to create a business that uses attractive technology by making it easier for prospective sellers to see our business activity and interested in joining us [11]. It is necessary to create a business page that is easy, fast, detailed and precise on every product. An example is the mobile phone business by offering various types of mobile phones with detailed explanations and can attract the attention of consumers and provide convenience in transactions, namely by using various payment options such as ATM transfers, payments at minimarket and pay at the consumer's place guaranteed security and guaranteed security on delivery. See Figure 1: consumers can order products that they want with technology anywhere and anytime because technology provides convenience, indirectly proven consumers use online technology that is easily accessible on various devices.

![Figure 1. Main menu. This figure was adopted from www.shopee.com on November 12, 2018.](image-url)
See Figure 2, the main menu contains menus and submenu, sellers and buyers can create accounts that they can access in the future for business or shopping. Many products offered such as on the left side of this site are product categories on this site. In the top there is a search menu to find products that consumers want and sellers have the advantage of being able to access all the pages on this site, we develop technology and online business satisfaction.

![TOP PRODUCTS](image)

**Figure 2.** Popular products. This figure was adopted from [www.shopee.com](http://www.shopee.com) on November 12, 2018.

See Figure 3, in this section, consumers can see and know the products that are popular at the time. Shopee provides local and foreign products and products are listed pictures, prices, and other information so it can attract buyers to make transactions then.
Figure 3. Product details. This figure was adopted from www.shopee.com on November 12, 2018.

See Figure 4, in this view explains the product description of the brand, seller, price, colour, image and delivery courier provider so that the buyer can find out the item to be purchased will be sent by who and when the item will arrive. Users can have the desired product by clicking the buy button now which is yellow, and there are other options, namely the add button to the cart.

Figure 4. Transactions. This figure was adopted from www.shopee.com on November 12, 2018.
See Figure 5, here the process of sending and billing goods to be purchased with the buyer fill in the personal data, the complete address then shopee will convert the price of the item and the price of the shipping service according to the seller's address to the buyer listed and will add it to the total to be paid by the buyer.

**Figure 5.** Choice of payment method. This figure was adopted from [www.shopee.com](http://www.shopee.com) on November 12, 2018.

See Figure 6, in the payment method, the buyer can choose various methods that can facilitate the buyer as desired by the buyer. As shown above, there are seven methods that can facilitate transactions and ensure security.

**Figure 6.** Payment term. This figure was adopted from [www.shopee.com](http://www.shopee.com) on November 12, 2018.

After all is finished now the buyer just makes a payment with the method that has been chosen for example the transfer and Shopee gives 1x24 hours, if within the specified time there is no payment confirmation then the transaction will be cancelled and the money that has been transferred will be returned to the buyer's account and the buyer can withdraw his money or spend it again, but if the
payment has been confirmed by the Shopee, the consumer is just waiting for the ordered item to arrive according to the shipping expedition or method is chosen. Delivery time cannot be determined by Shopee but is determined by the expedition that the buyer chooses and the distance between the seller and the consumer.

4. Conclusion
Technology is now growing very fast and can help us in opening up new business or job opportunities. In modern times technology now can provides convenience for people who want to do business, especially young sellers because it is easier, more comfortable, more efficient and economical. It is suitable for consumers that enjoy the convenience of purchasing products and with detailed product so that they can know and compare with other products. Technology nowadays offers transactions with easy payments such as transfers and six other payment methods that have been provided which can be done anywhere and anytime. Then, in terms of security is guaranteed to avoid fraud because Shopee will identify it if that happens. Business competition in technology like this is very competitive. Therefore we need to create a business that attracts enthusiasts such as following the times and creatively so as not to lose out in competing with other same businessmen using this technology.

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