Building a Business Using E-commerce Technology

W Fibriyanti 1*, D Kurniasih 2
1Departemen Manajemen, Universitas Komputer Indonesia, Indonesia
2Departemen Ilmu Pemerintahan, Universitas Komputer Indonesia, Indonesia

Email: Wabyuni17@mahasiswa.ukom.ac.id

Abstract. The purpose of this study is to identify business systems using e-commerce technology and make the attractiveness of a company in selling its products that are packaged into online marketing. The method used in this research is descriptive method using a qualitative approach. Data collection techniques are carried out through observation, interviews, and documentation. The results of this study are that the use of e-commerce-based systems will increase the buyers' interest to view the contents of business products. At the end of this study, it was concluded that e-commerce systems make it easier for business people to conduct business in terms of shipping information, payment products, and systems, thus the conclusion is that e-commerce makes significant attraction for consumers to buy online.

1. Introduction
Nowadays, everyone depends on smartphones and the internet. Their behavior is affected by this dependence. Behavior changes occur in the business world, where people prefer convenience and lifestyle, and now the term e-commerce has emerged. E-commerce is currently booming throughout the world due to consumer behavior. Based on recent Forrester research results on online retail reports, E-commerce experienced 28 percent year-on-year growth in 2012 [1]. E-commerce means electronic trader. This means dealing with goods and services through electronic media and the internet. E-commerce involves running a business with help from the internet by using information technology such as Electronic Data Interchange (EDI). E-commerce deals with websites on the internet, which trade products or services directly [2]. E-commerce usually deals with buying and selling via the internet or network services through a computer[3]. The E-commerce concept contains tools for business interest strategies, ranging from the products offered to business-oriented electronics in all business capacities / categories [4]. E-commerce presence has created convenience and innovation in human life. Variables such as perceived benefits, specific innovation domains, and shopping orientation, which are fast, branded, and qualified, indicate that online shopping interest is increasing [5]. E-commerce makes information about a product and market as a whole ready to be accessible and increases price transparency, which allows customers to make more informed decisions [6]. E-commerce system is identical to the reputation system which is a system that scores sellers about how many sellers can be trusted by buyers [7]. All recommendation systems come to recommend products to consumers or provide personalized online services. This is to deal with the problem of increasing online information and improving customer relationship management [8]. The gap between this research and previous research is located at the stage of building a business using e-commerce technology clearly, which is not explained in previous studies.
It is important for a businessman to understand the marketing concepts that will be applied. Questions such as who sells a product, to whom the product is sold, and who is the competitor product must be considered with the marketing concept that can be applied [9]. In addition, the thing that must be interpreted by a businessman so that marketing in the digital field is reformed is to choose the right way in marketing and to pay attention to promotions, quality, marketing content, and the targets or customers. However, the most important is the target or customer because the target or customer is the pillar of the company's growth, continuity, and success [10]. The purpose of this research is to build a business using e-commerce technology and to use the benefits from the application. This study uses a method descriptive method using qualitative approach by collecting data.

2. Method
The method applied in this research is the descriptive method with a qualitative approach. Data collection techniques that are used are observation, interviews, and literature. The period of this study is six months, the research respondents are students located in Bandung and the determination with random student as much 20 respondents from different genders. The interview and observation was taken during August 2018. The research object includes fashion business for women and men.

3. Results and Discussion
Electronic commerce (e-commerce) is the distribution, sale, purchase, and marketing of goods and services that rely on electronic systems, such as the internet, television, or other computer networks. E-commerce involves transferring funds, electronic data exchanges, management systems, and data collection automatically. E-commerce is one of the businesses that are most often cultivated by people in Indonesia because it offers promising benefits.

To attract customers in accessing the pages of the site in the online business world, the seller must be able to offer a product by giving a description or explanation of the product and provide promos on the product so that consumers are interested in the product. An example is online businesses that offer various types of women's clothing and men's clothing. Another is payment methods that can pay directly or indirectly. For example, consumer can make payment transactions directly to third party couriers after the clothes are delivered. Meanwhile, indirect payments are where consumers can pay via ATM or credit card.

Ordering can be done anywhere, anytime, and however the buyer desires, as the buyer can access it through browsing the internet in various electronic devices easily and quickly without the need to jostle (Figure 1).
In the second picture, the menu explains the description of 20% discount for students in limited time and free shipping and returns so that buyers are interested in the products offered on this site (Figure 2).

"The advertisement of products through e-commerce may be directed to individual customers while browsing the catalog and selecting the items to purchase. This form is very seldom used as of yet, but it can be used to promote new products to the customer or to guess the
customer wishes. It is a very promising solution that could make a customer more interested in the e-commerce offer if only that customer is eager to follow the advertisements” [11].

**Figure 3.** Product Menu

This figure was adopted from [www.asos.com](http://www.asos.com) on September 4, 2018

In the display of product recommendations, there are several dress models that sellers offer to buyers. This is done so that the buyer can choose the products they want or the items that are searched by the buyer according to their needs (Figure 4).

**Figure 4.** Product Description Menu,

This figure was adopted from [www.asos.com](http://www.asos.com)
In the view of this description, there is an explanation of the women's dress, such as the size of the dress, the color, the material of the dress fabric, and ways of ordering. So that the seller can facilitate the buyer in choosing clothes that are in accordance with the wishes of the buyer and attract buyers to the product offered by the seller (Figure 5).

**Figure 5.** Product Description Menu.

This figure was adopted from [www.asos.com](http://www.asos.com) on September 4, 2018

This menu explains the total buyer purchases, and the explanation for the free shipping and return of goods after being purchased by the buyer to the customer and the reading method used on this site (Figure 6).

**Figure 6.** Purchase description.

This figure was adopted from [www.asos.com](http://www.asos.com) on September 4, 2018
In this menu view, after the buyer selects the desired item, in the next stage, the buyer will be asked to fill in the personal data such as full name, mobile number, address, etc., which is later used to deliver goods to the buyer (Figure 7). “Businesses have used direct ways of evidential reasoning with data plus general rule in a single step to develop decision making systems which is used to evaluate the risk in EC projects” [12].

**Figure 7. Data Form**

This figure was adopted from [www.asos.com](http://www.asos.com)

The next stage, which is after the buyer chooses the desired item, the buyer chooses the payment method. After the buyer makes a transaction, the buyer will receive confirmation via the buyer’s email. Then the seller will process the order (Figure 8).
After all data has been completed and the payment is finished, the next step will be processed and the item will be sent according to the product that is chosen and sent to the address.

The success of e-commerce is “people are more likely to purchase from the web if they perceive a higher degree of trust in e-commerce and have more experience in using the web. Customer’s trust levels are likely to be influenced by the level of perceived market orientation, site quality, technical trustworthiness, and user’s web experience” [13].

4. Conclusion
This very rapid technological development provides convenience to all humans. So this makes businessmen use E-commerce technology in droves. In addition to making it easier for businesses to promote through digital media, businesspersons can easily offer or deliver product information to customers quickly, anytime and anywhere, so that the product, which is offered, attracts the attention of customers and the product is purchased. Besides that, it can facilitate customers without the need to jostle on the market.

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