Building the Design of E-Commerce

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Abstract. E-business is one of the latest technologies to open up great opportunities for entrepreneurs. One of the most famous e-business sections of e-commerce. The purpose of the research is to investigate the building of e-commerce design. Additionally, the research was aimed to investigate how e-commerce design influenced the successful of e-commerce. The method used in this research are data analysis and descriptive. Data analysis and descriptive analysis was conducted toward data of one of e-commerce website. The result showed that the building of website design significantly influenced e-commerce successful. The design can be one of key factor to make buyers return to the website and make repurchasing. Further studies can be performed on more specific design on e-commerce.

1. Introduction

Today, e-business is not a strange thing, not as it used to be. Even e-business is needed in everyday life. Of course, the purpose of using e-commerce is leading to the well, one of them in getting profits in business. With e-commerce, all activities are no longer strenuous but precise. Therefore, many companies are now implementing e-business in the business environment. Not just to keep up with the times and interests of clients, but also to gain more profits in doing business. In this e-business many more its parts. Since e-commerce itself is very broad, not just about commerce, industry or anything else, there are other things to mention. Such as customer service, the affiliation between business partners and even about job vacancy into the e-business. Because e-business itself has meaningful business activities that have been entirely automated and fast, of course with the help of computer systems. Therefore, in making a business plan, it is better to prepare in written form to be conceptualized excellent and right also so that no concepts of our business plan is forgotten and messy. Because building a business or business is not as easy as it had been imagined. Understanding key determinants for successful virtual stores will provide important theoretical and practical implications for developing E-commerce strategies.[1] in addition Web content has been identified as one of the main factors contributing to repeat visits. As content on the web includes text, pictures, graphics, layout, sound, motion and, someday, even smell, making the right web content decisions are critical to effective web design. While an understanding of marketing strategies that attract visitors to websites is beginning to emerge, how to convert web surfers to repeat visitors is a less well-understood phenomenon [2].

Many studies about building website E-commerce, according to John and Sue E-commerce, or shopping electronically via the internet, is revolutionising the way retailers do business. E-tailers offer better customer service than their bricks and mortar counterparts. They personalise sites, create
opportunities for customisation and provide added value. They treat customers as individuals instead of segments. They make mass customisation possible. Going far beyond a customer's current expectations, they create customer loyalty. Traditional retailers need to rethink their current strategies. They must refocus on the customer. They have an opportunity to leverage their strengths, utilise their physical presence and create a totally new shopping experience. Some retailers recognise this and have responded. Several diverse strategies are emerging. If traditional retailers do not respond they are in danger of becoming extinct [3].

Then Charles et al. Rhetoric about web-based electronic commerce focuses on its use in reaching global markets, yet not all businesses can or should target global audiences. In this paper, potential synergies for local merchants, such as using a combined physical and virtual presence to improve trust, help consumers manage risk, meet diverse shopping preferences, and taking advantage of natural physical-virtual complementarities, are developed. We follow with a brief empirical analysis that illustrates the relative lack of use of these synergies among small and medium-sized enterprises having a physical presence in a local market. We conclude that there is a mismatch between electronic commerce rhetoric and the capabilities of many local businesses, and policymakers may need to take a more local approach to electronic commerce in order to prevent it from becoming a threat to local economies [4]. And basically using the Internet as a marketing tool [5].

Next the advantages of the bricks-and-clicks retail format in the battle for the online customer has been widely discussed but empirical research on it has been limited. We applied a multi-channel store image perspective to assess its influence on online purchase intentions. Drawing on a sample of 630 customers of a large music retail store in the Netherlands, the results demonstrated that offline and online store perceptions directly influenced online purchase intention. In addition, our findings confirmed that offline store impressions were used as references for their online store counterparts. Synergy and reference effects are discussed. [6] however, in the development of E-Commerce is essential to pay attention Trust makes consumers comfortable sharing personal information, making purchases, and acting on Web vendor advice—behaviours essential to widespread adoption of e-commerce. [7] Recommender systems are being used by an ever-increasing number of E-commerce sites to help consumers find products to purchase. [8] According to Richard and Eric, Describes an experiment conducted comparing the effects of background and foreground music on clothing store shoppers. Concludes that choosing to play store music solely to satisfy customers’ preferences may not be the optimal approach; instead music should be varied across areas of a store that appeal to different-aged customers. [9] In addition to using music as a component for the success of a website, the music shop into one of the areas of interest for the development of E-Commerce.

Globally, the characteristics of a website that is critical to increasing the likelihood that customers will shop at that site and will come back for future purchases are mostly unknown.[10] From various references have in access, there are still many shortcomings even harder to find. Then from it construct a Website E-Commerce Music Shop.

2. Method
The research method is the development of new product and development using SDLC with Prototype model and also choosing object aids to include activity diagram, use case, sequence diagram and also scenario.
3. Results and Discussion

In this discussion, it should be as detailed as possible about the development and results of e-commerce sites that will be created as well as some information data obtained. One of them uses the Use Case flow. The flow of Use Case customers can buy items from the site, then get email notifications from Alfi Music Shop in their respective accounts. After that, the officer from will be able to perform management orders on the back-end site for individual officers. Besides, to ordering management and can also set the product on the site, the category of goods. In this case, officers are entirely responsible for product information, ranging from product descriptions, pricing, and availability of products and officers responsible for managing registered accounts, such as cases of customers forgetting their account passwords, and so on.

Based on the description of the E-Commerce Music Shop Website Store, we can see the following information:

3.1. Main Menu

This main menu function is as a shortcut to other pages that want to go to customers such as Home, Artist, Shop, F.A.Q, About Us, and also Contact Us. (See Figure 2).

![Figure 2. Main menu.](image)

3.2. Homepage

Homepage is the front page when entering this online store, containing featured products and also products that are being discounted. In this page also visitors can directly understand what is sold in this store. Customers who already have accounts and have previously purchased at Alfi Music Shop will see some recommended albums based on genre, artist, album year from previously purchased albums. It will significantly help customers discover new things in music and songs. Here's the screen capture from the Home menu. (See Figure 3).
Figure 3. Home Sites Alfi Music Shop.

Artist page The function of this page is to make it easier to find products to be purchased in alphabetical order from Artist or Band name. With this, searching for the desired item will be more comfortable. Here's the look of F.A.Q. There are already sorted questions from the most frequent to the ones that are rarely asked. (See Figure 4).

Figure 4. F.A. Q Page Site Alfi Music Shop.

Contact Us For customers who are not satisfied with Q & A on page F.A.Q, then here is the place to ask it. Customers must first fill in the customer's name, email, subject, and question content. Then submit to directly sent to email Alfi Music Shop. The purpose of filling the subject, so that more clearly the theme of the question asked by the customer. After that the customer just waiting for replies from the
team Alfi Music Shop related questions asked. Replies will be sent to the emails of previous customers already in the contents of Contact Us page. So the customer should always monitor the inbox in the email for faster answers received.

There is also an address and hours of operation in the right panel. Its function is for customers who want to visit Alfi Music Shop shop directly and want to see the goods being sold. Of course, customers should pay attention to our operating hours before visiting. In addition to knowing the open and close the shop, another operational clock function is to provide information to customers in order to estimate how quickly Alfi Music Shop officers in reply to questions posed. Here's the look of Contact Us (See Figure 5).

![Contact Us Page Alfi Music Shop](image)

**Figure 5.** Contact Us Page Alfi Music Shop.

### 3.3. Visitor Statistics feature

Having previously explained the interface of Alfi Music Shop website, this site also has some features to simplify the shopping activities and others. With the help of histats (dot) com, it may include visitor statistics to this site. Its function is to display the total number of visits to the site. Here's the view of visitor statistics on Alfi Music Shop Site (See Figure 6).

![Visitor Statistics Alfi Music Shop](image)

**Figure 6.** Visitor Statistics Alfi Music Shop.
From the picture above, it looks there are some numbers. We will try to explain the meaning. The following explanation:

1. **Vis. Today**: Total visits to the site Alfi Music Shop
2. **Visits**: give the show total overall visits from the early opening of the site up to date.
3. **Page. Today**: On page. Today is showing overall total how many pages in the site already Alfi Music Shop was opened by visitors on that day.
4. **Pages**: here showing total how many pages in the site already Alfi Music Shop was opened by visitors.

### 3.4. Shopping cart

This feature works to make it easier for customers to shop at Alfi Music Shop site. This feature can accommodate many items for once order. Thus it is not necessary to do one order for one product. Here is shown a summary of products that have been collected for purchase. There are names of purchased albums, quantities purchased, subtotal of purchased items, and of course the total price of all purchased items. If the user still wants to buy something, customers can click on 'Update Cart' to add more items to the shopping cart. If no longer purchased, customers can click 'Proceed to Checkout'. Here's what the Shopping cart looks like. (See Figure 7).

![Shopping Cart Site Alfi Music Shop](image)

**Figure 7.** Shopping Cart Site Alfi Music Shop.

### 3.5. The Logo Store

The logo of the store is made according to the store's theme, namely music. Headphones as the primary symbol of this shop and also the letter ' Alfi Music Shop ' the name of the store itself. The following logo from Alfi Music Shop. (See Figure 8).
Figure 8. Alfi Music Shop Logo

Such a description regarding the site's overall Alfi Music Shop, the items featured on the website are trying e-commerce about website promotion and information in the field of music, also describes how the website site selection by request.

4. Conclusion
Based on research that has been done can be concluded utilising e-commerce at this time is the right thing, because the company must keep up with the times. With this site, the business opportunity will be more wide open, because this site can be accessed by anyone and anywhere, the appearance and features of the site have been much tailored to the needs, making it easier for customers as well as officers Alfi Music Shop.

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