The role of information technology in online sales (online shopping)

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Abstract. The purpose of this study is to find out how far the role of online sales made by the community and to record what is the most popular commodity in online sales. Data collection is done by interview and direct observation to analyze the commodity sold in the online shop to the needs of society in general. The interview is conducted to the seller and also the consumer so the data obtained accurately and in accordance with the requirement. The Observations is done by monitoring the common transactions in an online shop to obtain the data of this paper. The results of this study are in the form of data on how the role of online shop in life. The result of this study indicates that information technology has grown on selling the commodity.

1. Introduction
Information technology and the Internet have had a dramatic effect on business operations [1]. The development of communication technology enhances the flow of information exchange. Many Facebook users make this social networking media growing a business function [2].

One of the researchers who discussed the same thing was Mohsen Attaran, he explained about the series of relationships between information technology (IT) and business process reengineering (BPR). Specifically, He argues that those aspiring to do business process reengineering must begin to apply the capabilities of information technology. This paper provides a summary of IT roles in initiating and sustaining BPR and examines several companies that have successfully applied IT to reengineering. The paper also addresses the barriers to the successful implementation of reengineering and identifies critical factors for its success [3].

A separate and distinct interaction with both the actual e-vendor and with its IT Web Site interface is at the heart of online shopping [4]. Previous research has established, accordingly, that online purchase intentions are the product of both consumer assessments of the IT itself—specifically its perceived usefulness and ease-of-use (TAM) and trust in the e-vendor. But these perspectives have been examined independently by IS researchers. Integrating these two perspectives and examining the factors that build online trust in an environment that lacks the typical human interaction that often leads to trust in other circumstances advances our understanding of these constructs and their linkages to behaviour.

Our research on experienced repeat online shoppers shows that consumer trust is as important to online commerce as the widely accepted TAM use-antecedents, perceived usefulness and perceived ease of use. Together these variable sets explain a considerable proportion of variance in intended behavior. The study also provides evidence that online trust is built through (1) a belief that the vendor
has nothing to gain by cheating, (2) a belief that there are safety mechanisms built into the Web site, and (3) by having a typical interface, (4) one that is, moreover, easy to use [4].

Forsythe, S., Liu, C., Shannon, D., & Gardner, L. C. described to report the development of scales to measure the perceived benefits and risks associated with online shopping. Based on an exploratory qualitative inquiry and quantitative assessment, a four-factor scale of perceived benefits and a three-factor scale of perceived risks of online shopping were developed. Results from two national samples support the proposed measures of perceived benefits and risks associated with online shopping in terms of a construct, convergent, discriminate, nomological, and predictive validity. Variation of these perceptions over time was also examined to test scale stability over time and to describe the evolution of online shopping [5].

Business and online media are two things mutually supportive. However, business and economy must be carefully calculated or should be designed in such a way [6-10].

From the above reference, there is no information what the demand by the customer on online shopping is, this study discusses what the interests of the community who use the online shop. In data collection, we use interview and observation methods, to obtain accurate research results. The result of this research is the important role of online shop in helping the customer who originally still use traditional way but now using modern way, and it makes many parties involved to support the work field therein.

2. Method
Collecting the required data is done by interview and direct observation. The interview was conducted with the producers to generate the data. While the observation is a method to collect existing research data through direct observation to the target field. Researchers make an observation by observing the existing business processes in some places or producers who use information technology.

Studying the online shop documents and references is the result of data collection that also used in this research. In Addition, users can also see about the products offered with the description of the data obtained is based on quantitative and covered up by secondary data.

Observation is done by analyzing the elements of the running system, the elements of social networking systems and existing facilities, and the methods applied in marketing its product through the internet. Observation of documentation based on data obtained research results can be done based on observation of data through documentation and field observation by interview.

3. Results and discussion
The conclusion of the study in a survey conducted in several online shops can be seen in Table 1.

| No | Item          | Percentage |
|----|---------------|------------|
| 1  | Clothes       | 35%        |
| 2  | Electronic Goods | 15%  |
| 3  | Automotive    | 20%        |
| 4  | Furniture     | 13%        |
| 5  | Shoes         | 7%         |
| 6  | Accessories   | 5%         |
| 7  | Cosmetic      | 5%         |

Business activities on Joy Collection are done online with the help of e-commerce. Joy Collection expects with this system then the competition in the business world, especially in the field of fashion will not be left behind. This system can help Joy Collection in promoting and selling the latest and updated collections. As for the right target marketing to offer the product, collection is for those who like updated fashion, with the existence of this web-based information system, the customer can be
easier to accept advertising or promotion directly through their respective accounts customer. Sales information system that is designed and built can also help Joy Collection in developing and improving the ease in attracting the attention of the customer. 

Currently, both merchandising services and products are now competing to become superior and leading in serving customers or buyers. They want their marketed products to produce excellent results in a purchase, where their products fulfill the most demanding public position. Therefore, producers must have the right business strategy in order to still gain the trust and comfort that consumers have and can compete with other competitors. Information technology provides a great role in business management. One of the information technology that until now is widely used by the community is the internet. Along with the development of information and communication technology among the community led to the emergence of various types of internet-based sales. The influence of these technological developments led to the world of commerce is required to offer a concept of trading from social networking. With this new concept of marketing, it can be done more quickly, accurately, and the traders can reach the wide marketing area.

Consumer satisfaction means that manufacturers provide what consumers really want and when they need and how they want. Or briefly, producers meet customer needs. There is a close relationship between the quality of a product and customer satisfaction as well as the benefits of the industry. Higher quality results in higher customer satisfaction while supporting higher selling prices and lower production costs. Online shopping sites in Indonesia grow more and more with many choices for consumers in determining the goods to be purchased. It opens opportunities for traders to sell their wares on the site. This is a recent phenomenon when online business increasingly in demand by the public and the merchants are eased in selling their products.

4. Conclusion
We have investigated whether or not the web-based sales can improve the number of sales. For example, one the fashion shop showed that the business must have a modern business concept in order to keep up with developments in the business world. In addition, also in other areas such as gadgets, accessories, home needs, and so on can be purchased through the internet media no longer using the traditional way. So, the time becomes efficient and saves the energy spent. Information technology provides a great role in the business management aspect. Unlimited internet access to make information especially about online sales growing rapidly, and the community more facilitated by the online shop.

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