

Effect of Social Media on E-Commerce Business

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Abstract. The purpose of this study is to determine the influence of the Internet in the online business world which is part of the form of development in the era of globalization, the role in the development of online business in Indonesia, both through various applications contained in it, and maximize business potential. This research used descriptive research because the research process is structured. The data collection technique was an interview technique to one of the Arena's experienced staff. This research is expected for the company to use information technology with internet network support in every business process. In order for transactions and the profits will be increased, effective and more efficient.

1. Introduction

Clemes et al explains that the increasingly widespread use of the internet then the internet is used as a medium of global communication [1]. Likewise with Colicev et al explains that social media play a role to increase public awareness of the brand from business products, and the intention to buy but not affect the customer satisfaction [2]. Meanwhile, according to De Vries et al explain that social media is the best tool to build relationships with customers, by creating a fan page of the brand products on social networking sites. In this way, the popularity of the brand of business products can increase [3]. Chakraborty and Bhat explain that with social media consumers get different knowledge about a product's hoop [4]. Zhang et al explains that social media networks are an essential tool in corporate marketing in attracting customers [5].

With the presence of e-commerce, according to Ahmed create ease and innovation in human life [6]. Research conducted by Upadhyay et al explains that price and trust factors are the essential factor in the development of online shopping. Other factors such as discounts and secure delivery systems also make customers opt for online shopping [7].

The research conducted by Hänninen and Karjaluoto on the value effects customers perceive on customer loyalty is direct and indirect, as marketing communications mediate some of these relationships. The perceived effectiveness of the customers from various marketing communication channels adds more to the formation of loyalty than to the perceived quality of marketing communication [8]. Research conducted by Hsu et al found that in the face of intense competition in the online shopping business, the online shopping environment must be made safe and friendly for consumers [9]. Research conducted by Rahayu and Day describes technology, organization, the environment and individuals as the determining factors that play a role in the adoption of e-commerce in every SME in developing countries [10].



The purpose of this study can see the magnitude of the influence of social media on e-commerce business in online business. Through descriptive methods and data collection through interviews, observations and previous studies related to social media and e-commerce business. The results obtained by using the method are the identification of the role of social media in e-commerce business in developing the online business, and the factors that encourage consumers to buy products through online business. This research is done because the previous studies are still lacking in discussing what factors make consumers choose online business and the contribution of social media in online business.

2. Method

This study used the descriptive method, through quantitative data, with data collection techniques we used an interview technique to one of the online business employees. Moreover, through previous studies related to the role of social media and the development of e-commerce.

3. Results and Discussion

As a result of the development of society in the daily lives cannot be separated from social media, then one fashion store in Bandung begin replacing its marketing strategy to social media (Social Media Marketing). It is because marketing prospects using social media are more promising results and more efficient in marketing their products. The influence of social media on consumers among other insights into the broader consumer products, consumers can be connected with the employers through social media, have efficiency regarding costs of promotion and marketing time. In doing E-Commerce, trust becomes the primary factor that must be built by the businessman to attract consumers to shop. Trust has a significant positive effect on buying a product on the internet.

For services in the online business of this fashion store is Shop which is a catalogue of products from online business, ranging from the T-shirt, jacket, sweater, accessories Lookbook which is a product that will soon be released by the online business shop. News which is the latest news about the fashion world and event. How To Buy is this service is the procedure of purchase for consumers who want to buy products online. Size Chart This service is useful for consumers to know the size of clothing or jacket in detail, and Contact is a service that is the contact person for the consumer to give criticism or suggestions for Arena Experience with the aim to promote the clothing line store.

The process of transactions in the online fashion business is started from the consumer buying products directly to the sales, if the goods are available part of the sales make a note of sale as much as 3 copies, the first duplicate for consumers, the second duplicate for the company to make sales reports, and third duplicate for the archive. After that, the sales department makes a sales report, and sales reports along with notes is submitted to the boss (Figure 1).

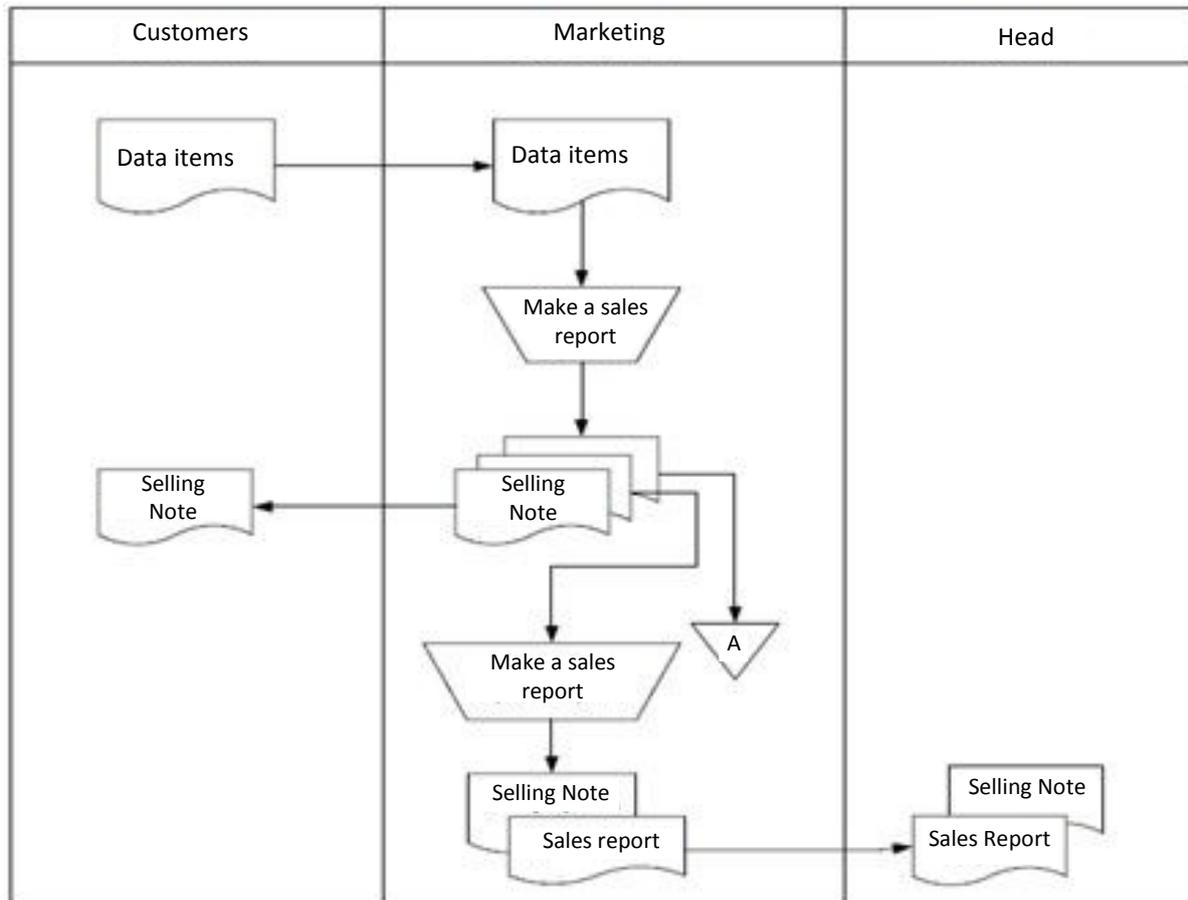


Figure 1. Flow map Transactions.

Based on the data of frequently purchased products, among t-shirts, sweaters, bags and accessories, the products often purchased by consumers are t-shirt products of 47%, while sweater products are in demand by 29%, 15% bag products and accessories products by 11% (Table 1).

Table 1. Presentation of consumer interest in the product.

Product	Presentation
T-shirt	45%
Sweater	29%
Bag	15%
Accessories	11%

4. Conclusion

Use of the Internet has proven to increase transactions on the business use of information technology (E-Commerce). With the increase of business transactions, the profit also increases, by utilizing social media in product marketing very efficient and easy for customers in searching the product catalogue they want. Through the implementation of e-commerce in the world of online business creates an effective and more efficient transaction, and assist consumers in the selection of quality and guaranteed online store.

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