

Effect of the internet in improving business transactions with online market methods

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Abstract. The purpose of this study is to determine the effect of the Internet on improving business transactions in its use as an online business medium. The method used in this research was descriptive analysis method supported by qualitative data in order to analyze online business and its effect on the increasing business transaction. The data collection techniques are observations and case studies. In this research, we take an online case study of big online shop company in Indonesia. The results of this study are expected to improve online business model so that entrepreneurs who are pioneering his business began to start online media as marketing.

1. Introduction

The Internet is changing and shaped by the lives of users. From cyber cafe to businesses, from middle to high-class homes to wild settlements, Websites are also analyzed as a new cultural formation that acts as an aesthetic trap. At every point, email and surf chat are found to be unexpected Internet attributes and contradictions of modern life [1]. Marketing is one of the vital tools in business, a good marketing system is a lifecycle support of a product (product lifecycle). Marketing is not just good product development, attractive pricing, and availability for target consumers. A company also needs to communicate with consumers. Constraints faced by the media on budget efficiency for marketing communications. Especially information technology that affects the world of internet marketing, even the use of the internet for marketing is considered a trendsetter [2]. The use of the internet makes it easy for marketing to be affordable for all potential customers [3].

Kozinets, R. V at al explains that how marketers use social media marketing methods facing the situation of network narration shipping. Then presents a study of marketing campaigns where mobile phones are distinguished from leading bloggers. Eighty-three blogs followed for six months. The findings indicate that this communication network offers four social media communication strategies - evaluation, embracing, support, and explanation. Each is influenced by character narratives, communication forums, communal norms, and the nature of marketing promotion [4].

In the digital market, attracting sufficient online traffic in business to a customer's website is critical to the success of an online business. Changing the pattern of Internet surfers access to e-commerce sites is a challenge for the company's online Internet marketing team. In order for the electronics business to flourish, a system must be designed to provide customers with the preferred traversal patterns from product awareness and exploration to purchase commitments. Such knowledge can be found by synthesizing large amounts of Web access data through information compression to generate a view of the frequent access patterns of e-customers [5]. Data deemed not only include



server and web metadata information, but also data and marketing knowledge. Furthermore, its heterogeneity resolution and pre-processing activities especially embedded in electronic and electronic commerce [6].

From the above reference, there is no information about concrete data the influence of the internet on the increase of business transactions. This research uses descriptive method supported by qualitative data obtained from interviews of several respondents. The results of this study are expected to make reference to improve online business model so that entrepreneurs who are pioneering mature plans [7, 8, 9, 10] by starting to climb online media as a marketing medium.

2. Method

Researchers use descriptive analysis method supported by qualitative data in order to analyze online business and its effect on the increase of business transaction. Data collection techniques are observations and case studies. This study took an online case study of online shops in Indonesia, such as Bukalapak, Tokopedia, Kudo, and OLX.

3. Results and Discussion

There are many Online Market in Indonesia including Bukalapak, OLX, KUDO, Tokopedia, and others. The number of internet users and mobile internet in Indonesia makes many Indonesian people make startup as a business opportunity. Not only business opportunities, they also build a startup to facilitate various activities or user work. Tokopedia itself was founded in 2009 which is one of the online shopping markets in Indonesia that carries the marketplace business model. Tokopedia allows every individual, small shop, and brand to open and manage online stores. The e-Commerce form of tokopedia itself is B2B and B2C.

Tokopedia has many services that can be used such as household appliances, electronics, fashion, pulse transaction, game voucher, insurance, bill payment and ticket booking (Figure 1).

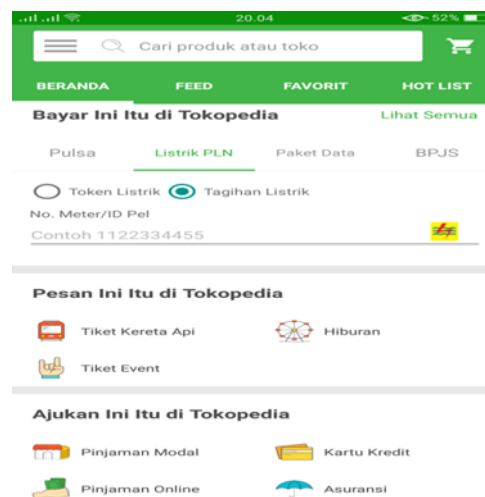


Figure 1. Tokopedia's main page

3.1. The relationship of B2C

Tokopedia markets its products through an agent who opens a business using a service provided by Tokopedia. The requirement to use the service is the agent is required to register and perform the verification in the form of copy of Resident Identity Card and photo of self to guarantee security and comfort of the transaction.

Agents or e-agents on the Internet, functioning as independent representations of a wide range of enterprise products. They work on commission, usually about 5% of net sales. Agents have extensive

knowledge of goods and services. They are an extension of the producers who do not have their own salespeople.

Tokopedia agents cannot directly use the services mentioned earlier, because the agent is required to fill the balance of the deposit in advance with a minimum of Rp50.000,- and the balance will be reduced in accordance with the amount of balance issued on Tokopedia services.

The bonus or commission award given to Tokopedia to the agent will be given in the form of a balance that will be entered into the agent's balance and may be used to transact or use Tokopedia services.

3.2. *The relationship of B2B*

B2B's relationship is seen in Tokopedia cooperation with the startup in the field of shipping services such as TIKI, JNE, and POS INDONESIA with cooperation in trading type.

The results of interviews with respondents Tokopedia agents who use Tokopedia application to transact in business are as follows:

- With easy access to Tokopedia services agents felt that the transaction was easier and faster, the bookkeeping of the transaction is already in the application so there is no need to register again.
- Studying the Tokopedia app is easy because the user interface is attractive and has a menu that can be directly accessed to enjoy Tokopedia services.
- Because the application is easy to use, easy to understand and easy to learn so useful for

Tokopedia agent is very much, in addition to saving time due to the bookkeeping process that has been available in the application, other benefits are the increasing number of transactions where by using 1 chip all operators for pulse transactions and PPOB it is done separately so that slow transaction causes the transaction to decrease. In contrast to Tokopedia where all services using a single server so the transaction is fairly fast and due to the service that the day the transaction increases. How do agents get lots of deals? From an agent who the author interviewed, he claimed to have deposited the money of Rp. 5.000.000, - per period, the period here is per deposit balance is exhausted, and with deposit balance of Rp. 5.000.000, - can be discharged within a period of 1 week only,

This is because the agent not only sell pulses and quotas only, but the agent is doing sales of promo goods in accordance with his business such as starter cards and mobile phone accessories. According to the respondent, the balance will be increased on holiday due to the agent selling train ticket and plane ticket. With the use of the internet used in the appropriate place i.e. the business can increase business transactions clearly. As in the Tokopedia application, Tokopedia implements the Internet as a means of transactions between Tokopedia and its agents to enjoy the services available to Tokopedia. With Tokopedia application form that is easy to learn, understood and understood hence influential with user performance, simplify the job and very useful for Tokopedia user with like that hence transaction can increase from not using online market by using internet service.

4. Conclusion

The results of this study indicate that the internet plays an important role in the business world, especially in increasing the intensity of sales and purchase transactions. As we see in the case study Tokopedia agents who benefit by being an online agent shop. With this result is expected the entrepreneurs who are pioneering his business began to use online business media to develop his business better.

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