

Information Technology Utilization in Fashion Industry

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Abstract. The purpose of this study is to discover the needs of identification in a business and design that uses e-commerce design in the fashion field. In e-commerce systems, there are key functional features of information that can provide satisfaction to consumers. This study used descriptive qualitative methods, which are methods that can be interpreted as stages of problem solving, which describes a situation in the subject or object in this study. Transaction activities between sellers and buyers are included in the form of trade in using online media that can save consumers' time in shopping. The results of this study were the facts to help reach wider customers than offline stores, and finding a market gap for businesses and products. With the existence of e-commerce applications in the development of this fashion consumers can obtain a product at a cheaper and practical price to get the desired fashion mode.

1. Introduction

Technological environment in product manufacturing, business services and technology is powered by human knowledge, equipment, work methods, processing systems, electronic equipment, communication equipment, as well as hardware and software [1]. Other researchers explain the E-commerce system is the same as the reputation system, which gives a score to the seller by the amount of how much the seller can be trusted by consumers [2]. Rehman found different results from consumers in Thailand, positive attitude was obtained as a result of influencing factors for consumers who shop and make consumer confidence [3]. Most internet users around the world use online media as a communication tool and shopping. In addition, there are several factors that affect consumers in China, namely consumer resources, subjective norms, service quality, product variety, convenience, and website factors [4]. E-commerce can improve innovation performance but does not have a relationship between business and operational performance. In fashion companies, it is necessary to develop strong market knowledge [5].

Manufacturers can compare their fashion system with other online sectors that can be the same trend. Many literary considerations were not received correctly. With the presence of international companies, it can channel a growing business towards foreign markets [6]. By using online media services, the product can be recommended well so that customer relationships with companies can increase [7]. E-commerce can create convenience in human needs which benefits felt by consumers in online shopping, and makes improvements in it [8].

Sharma and Lijuan have examined things that can influence consumers to trust e-commerce. Good performance of e-commerce can affect customer satisfaction so that customer confidence continues to increase towards shopping online. Besides, many companies use online media to transact [9]. E-commerce is currently thrive in society. The existence of e-commerce is now a promising business alternative at this time, because it provides convenience for both the seller and buyer even though the two are on two different continents [10,11].

The purpose of this research is racing towards the identification needs of a business and design that uses e-commerce design in the fashion field. It is identified by descriptive method through data collecting and analysis from journals and other research about this subject.

2. Method

This study used descriptive qualitative method. Data collected in the form of words or complete description related to the variable being examined. This study aims to obtain a careful analysis of certain social phenomena. This research was conducted on buying and selling online.

3. Results and Discussion

In order to increase customers interest in the pages of buying and selling sites online, sellers can upload products that contain explanations of the products to be offered, with a variety of existing products [12,13]. Payment in buying and selling online using the indirect transaction method using transactions via ATM transfer or even using mobile or internet banking (See Figure 1).

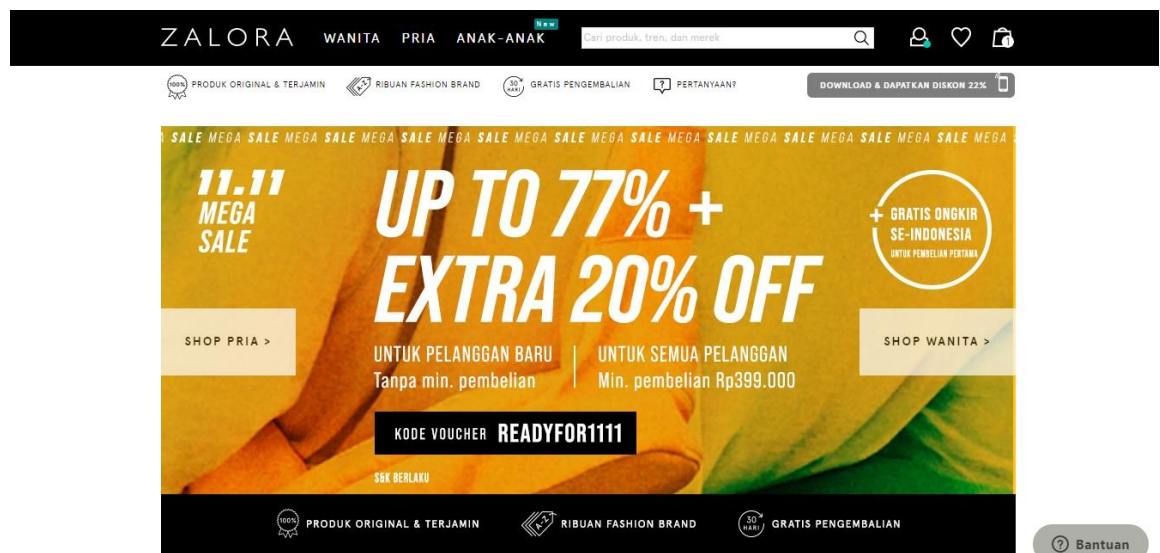


Figure 1. Main course

Figure 2 displays some of the product menus that consumers want based on category and shows the product category of the desired item.

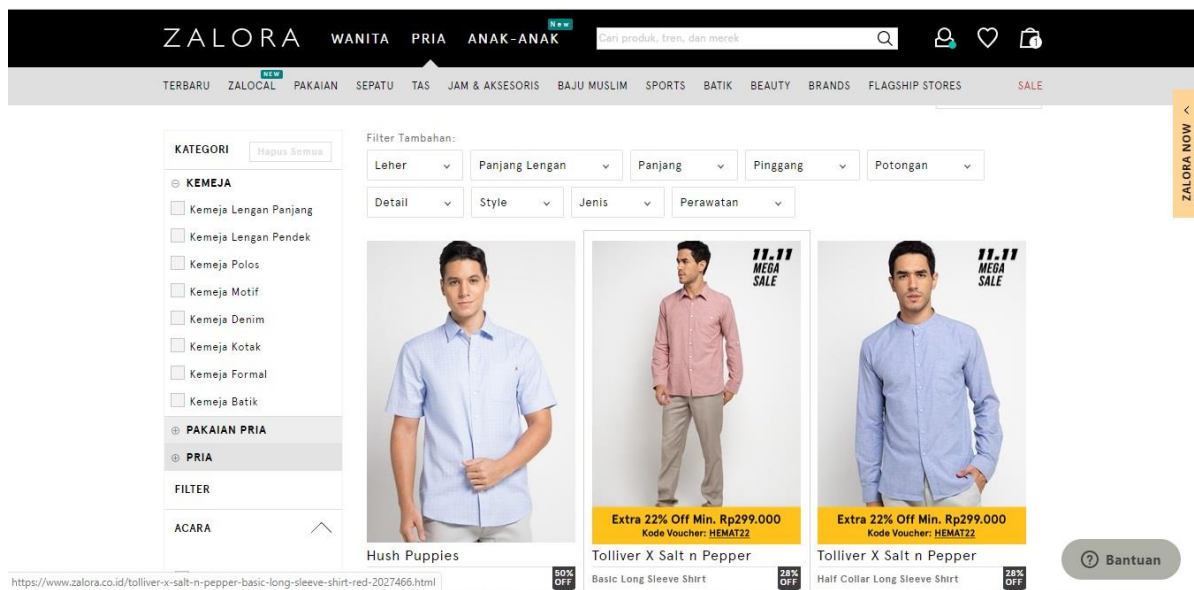


Figure 2. Product display categories

Figure 3 displays the selected product. There is information about product descriptions, prices, brands and the availability of sizes or colors, it basically inform the specifications of the whole product.

Figure 3. Payment Form

Figure 4 shows that there are several payment methods that we could choose. On the payment page, customers can complete an order and transfer the payment of the product we choose, make sure the data we fill in is filled in correctly, then the order will be processed within 24 hours.



The screenshot shows the ZALORA payment interface. At the top, the ZALORA logo is displayed with the tagline 'ASIA'S ONLINE FASHION DESTINATION'. Below the logo, the heading 'PEMBAYARAN VIRTUAL ACCOUNT' is centered. A prominent warning box states: 'PENTING! Lakukan pembayaran sebelum Minggu, 10 November 2019 pukul 10:00 WIB atau pesanan Anda otomatis dibatalkan oleh sistem'. The BNI logo is prominently featured in the center. Below it, the instruction 'SILAHKAN TRANSFER KE NOMOR VIRTUAL ACCOUNT' is shown. Two input fields are provided: one for the account number '8804188700988036' with a 'SALIN NO. REK' button, and another for the payment amount 'Rp 537000' with a 'SALIN JUMLAH' button. A note at the bottom informs the user that virtual account details have been sent via email and SMS, and instructs them to click 'Selesaikan Pesanan' to complete the order. A large black button at the bottom of the page reads 'SELESAIKAN PESANAN >'.

Figure 4. Payment

4. Conclusion

Technology that is currently developing is influential on the convenience for humans, especially on changes in the development of a more comfortable market culture and makes it easier for people to shop online anywhere by using electronic devices so that it is fast and efficient. With e-commerce, consumers have the convenience of handling online purchases by consumers as a result of the quality of online business vendor services, and consumers are not worried about transfer payments. Making trade entrepreneurs continue to compete better than their competitors to stay competitive. Therefore, the essence of the market is ever-changing.

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