

E-COMMERCE DIGITAL TRENDS IN TRANSACTIONS

WA Astuti

Accounting Department, Universitas Komputer Indonesia, Indonesia
Email: wati.aris.astuti@email.unikom.ac.id

MA Ramayani

Accounting Department, Universitas Komputer Indonesia, Indonesia

ABSTRACT

The goal of this research is that in the era of the very rapid development of information technology right now, As a developing country, Indonesia must continually keep up with current technology trends. It is also to survive in corporate competitiveness on a bigger or worldwide scale, in addition to catching up in technology with industrialized countries. The internet, as a modern information technology medium, has swiftly grown and expanded in all parts of people's life in Indonesia and around the world. No exception in the business world. With the online world, it is easy to convey information quickly, broadly and accurately. E-commerce is one result of the application of the internet in the economic field. Literature studies are a descriptive research method combining a qualitative approach and data collection tools. The results of this study are expected with e-commerce media as well, it is expected that communication between sellers and buyers can be done remotely. And with this e-commerce medium, they can also save time and money.

Keywords: E-commerce, digital, transaction

Received: 22 June 2021 ;

Accepted: 10 November 2021 ;

Publish: December 2021

How to Cite:

Astuti, W.A, Ramayani, M.A. (2021). E-Commerce Digital Trends in Transactions. *Journal of Business and Behavioural Entrepreneurship*, 5(2), 41-50. <https://doi.org/10.21009/JOBBE.005.2.06>

INTRODUCTION

According to Laudon and Traver (2009), e-commerce is a business transaction carried out using the internet and the web that meets two conditions, namely that all transactions are carried out using digital media technology (especially transactions that occur via the internet and the web) and there is a movement currency in the transaction. E-commerce as a trading medium that can be accessed using the internet, will facilitate all human activities today. With e-commerce media, companies will more easily reach everyone in providing product information and information about the company. Research conducted by E. Soeryanto Soegoto "E-commerce and Business Social Media Today" in this study Electronic commerce (e-Business), which uses digital technology and the internet as a means of communication, collaboration with business partners, and company management, is a highly competitive environment in which excellence is one of the features of innovative organizations (Soegoto & Eliana, 2018). In his research, "the use of E-commerce in increasing the power and sales of companies". With the aim of exploring the significance of e-commerce in the corporate world, which is predicted to deliver major benefits. Companies implementing e-commerce can increase profits, and customers, besides having a positive impact on the development of an unfavorable e-commerce business (Soegoto et al., 2018).

According to several researchers such as, Mahir Pradana, Telkom University student in 2017. In the "classification of E-commerce business in Indonesia". is to analyze and discuss the types of e-commerce businesses in Indonesia based on phenomena and theoretical developments that underlie information systems (Pradana, 2017). Ningsih (2018) discussed about analysis of factors affecting the interests of the E-commerce business in students of the Faculty of Economics, Makassar State University. Besides, Purwanto (2018) discussed about the influence of middle class economic growth on the development of E-commerce in ASEAN (Doctoral dissertation). Seth Siyuan and Elena Karahanna are students from Clemson University and Georgia University (2015). They discuss online recommendation systems in the context of B2C E-commerce: A Review and Future Directions (Li & Karahana, 2015). Jengchung Victor Chen, David C. yen a student from the National Institute Your text will be rewritten by QuillBot. Start by typing or pasting something into this box, then hit the enter key. and SUNY College of Economics and Business School in Oneonta, Oneonta, United States (2015). They discuss about E-commerce website loyalty: by cross-cultural comparison. factors affecting e-loyalty on e-commerce websites (Chen et al., 2015).

Meanwhile, according to Melly Maulin, Asep Suryana, UUD Wahyudin, and Susanne Dida (Padjajaran University, 2019). in-depth analysis and provide solutions about the process and form of Islamic fashion e-commerce online relationship marketing (Purwaningwulan et al., 2019). Peri A. Manaf, Ivany Rachmawati, Marcella witananto, and Adityo Nugroho (Bina Nusantara, 2018). about "E-Satisfaction as a reflection of E-Marketing and E-sequals in influencing E-Loyalty in e-commerce". This study also uses data collection techniques with the example of 100 consumers in Banten, DKI Jakarta, DI Yogyakarta, West Java, Central Java and East Java (Manaf et al., 2018). The research was conducted by Mauricio S, Featherman and Nick Hajli, a student from Washington State University and Newcastle University in 2016. In that study, "self-service technology and e-services risks in the era of social commerce". Because of the popularity of social networking sites, social commerce has evolved as a subset of e-commerce. Activitie's marketing faces additional problems as a result of social commerce (Featherman & Hajli, 2016). "Warehousing in the e-commerce era: a survey". Nils Boysen, Renéde Koster, and Felix Weidinger in 2019, E-commerce Re-

tailers faced the challenge of assembling a large number of time-critical select orders each consisting of only a few order lines with a low order quantity (Boysen et al., 2019).

From the above background, it can be concluded that e-commerce is an online network that is no stranger to everyday life. People's habits have now begun to change and produce e-commerce that dominates the industry of buying and selling today. The goal of this study is to determine how much influence the use of e-commerce media in today's business world as a practical online promotion medium for buying and selling products.

RESEARCH METHODS

The method used in this research is qualitative research methods. Qualitative research is related to cultural studies and creative studies. The materials used in qualitative research are very diverse, including texts that contain problems and a collection of meanings in life. Therefore, qualitative research can use semiotic, narrative analysis as well as content and discourse analysis. The information utilized in this study was gathered by studying literature through print and electronic media, which was conducted online through the internet, with a narrative flow of writing about digital trends in transactions.

RESULTS AND DISCUSSIONS

Information technology has advanced at a breakneck pace and will continue to do so. The internet, which is utilized as a means of communication and a source of information, is one of the most essential information technologies today. The benefits of technology development as a medium for online trade transactions are easier to market their products, with the hope that buyers can easily access sites for see the products offered with internet access and e-commerce, thus, information and information The company's items will be more easily recognized as the word spreads (Rachmawati, 2014). Another advantage that can be obtained from e-commerce media is that it makes it easier for someone to open a business in developing their business in a flexible way. With this e-commerce media, it is hoped that Remote communication between suppliers and purchasers is possible. And it also saves time and money. Therefore, according to the title above, the authors are looking for data related to the use of e-commerce supported by the Internet as a medium for accessing e-commerce (See Figure 1).

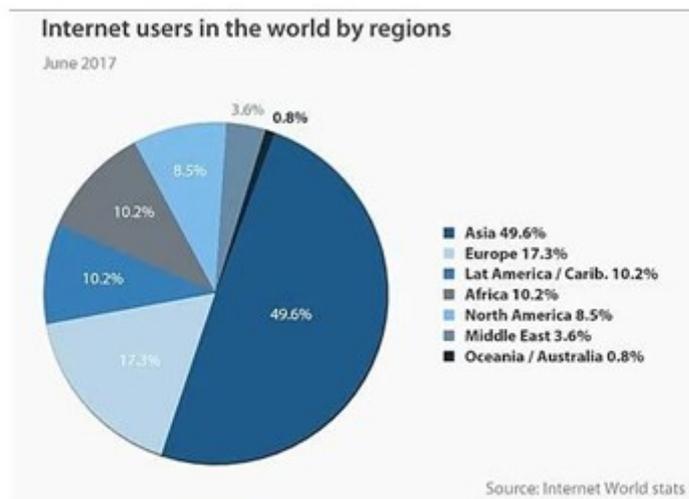


Figure 1. Data of Internet World Stats in 2017. This figure was adopted from <https://id.vpnmentor.com/blog/trend-internet-vital/> on October 30, 2019.

The use of the internet has become a part of the daily needs of most people in the world. Based on statistical data disclosed by Internet World stats in 2017, there are about 4,000,000,000 internet users worldwide out of approximately 7,000,000,000 total population based on Internet World Stats more than 250 countries and regions of the world which recorded the largest number of internet users reaching 49.6 % while Oceania/Australia is the region with the lowest number of internet users at 0.8%. The authors derive this percentage result from the data of frequently visited websites (see figure 2).

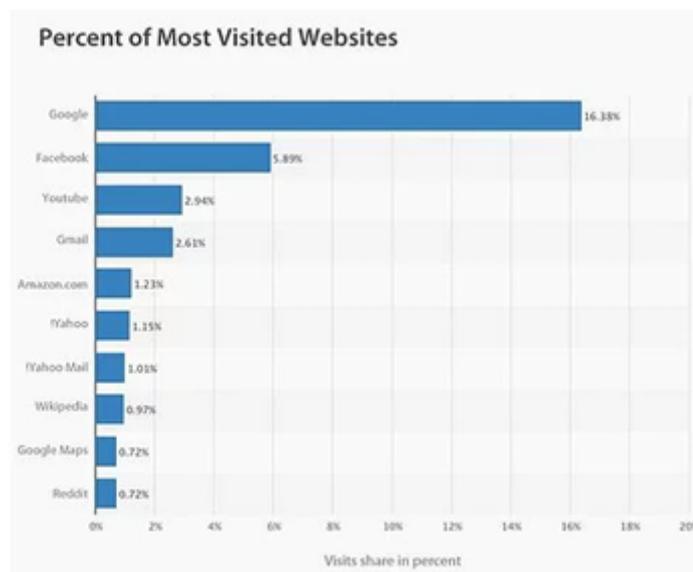


Figure 2. Data of Internet World Stats in 2017. This figure was adopted from <https://id.vpnmentor.com/blog/trend-internet-vital/> on October 30, 2019.

From the list of the most popular websites worldwide according to the first 50 websites listed in the global "Top Sites" list published by Alexa Internet. along with changes in their rankings over time. Google, Facebook, and YouTube are the main sites visited by many internet users. However, in this case, the author will also discuss the Amazon site or e-commerce site which is ranked 5th on the site most visited by the public. Evidence that many internet users regard digital media as a means to shop for the products or services they need. In that way, a company has a greater opportunity to attract public attention through this online medium. On average, visitors stay on the site for an unspecified number of minutes and those unspecified visits bounce off after viewing only one page. In addition, the average website page views per visit is not specified. This is also supported based on statistical data that the author got (see figure 3).

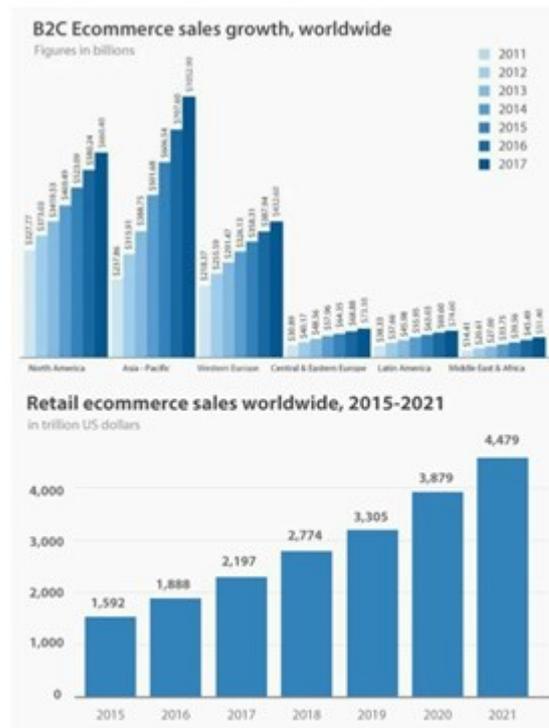


Figure 3. Data of Internet World Stats in 2017. This figure was adopted from <https://id.vpnmentor.com/blog/trend-internet-vital/> on October 30, 2019.

Based on data from Vpnmentor, the number of online B2C sales transactions in every region of the world is increasing every year. The total e-commerce retail sales worldwide will continue to increase and reach 4,479 billion US dollars in 2021. Therefore, it can be seen the opportunities provided by the global market for companies or brand owners in Indonesia and of course, this can be used by companies to attract their target market using e-commerce media. This is evidenced based on data that in 2016, the total online consumers in Indonesia had reached 8,700,000 people, and in 2018, the total e-commerce transactions in Indonesia reached around 144,000,000,000,000 Rupiah (See figure 4).

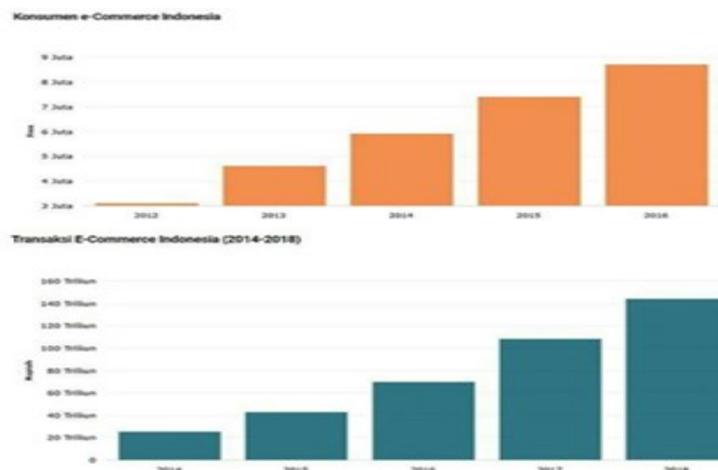


Figure 4. Data of Data Boks.Kata Data in 2016. This figure was adopted from <https://databoks.katadata.co.id/> on October 30, 2019.

Based on Figure 4, that Indonesia has a tendency to shop through online media or e-commerce, this is an opportunity for entrepreneurs, because through digital media, they can more easily find potential buyers as well as companies or entrepreneurs who can promote their products. According to Dr. Ir. Eddy Soeryanto Soegoto, There are four promotional objectives: information distribution, product positioning, additional value, and improved sales for the company. Promotion can also expand the company's presence or the products it offers or produces. The audience will be introduced to their goods through this advertising, which will include product information and more. The following are some examples of promotions that certain businesses run on their websites. (See figure 5).



Figure 5. Sales on website. This figure was adopted from <https://shop.adidas.co.id/> on October 30, 2019.

In figure 5, we can see that businesses utilize the internet to sell and market their goods. This is advantageous because it is available to anybody, anywhere and anytime. On this website, companies only need to enter a telephone number or e-mail as access for consumers when they want to buy products. That way, customers can call the number or access this website when they will order online. Of course, in this way, customers and companies will find it easier to make the process of buying and selling their products.

Therefore, it can be concluded that this media indirectly provides great benefits for ordinary companies and entrepreneurs, such as:

1. Providing flexible business opportunities
With the e-commerce media, companies can clarify market share for businesses. Data and information on users of e-commerce websites can influence a company's business decisions.
2. Ongoing business activities
E-commerce media is digital media that will automatically continue to work. This is what keeps the company going 24 hours without stopping. The use of this media certainly requires very careful planning, because submitting more than 24 hours of business activity to an e-commerce website is a big and difficult decision.
3. E-commerce as a personal shopper's assistance
E-commerce has become a personal shopper's assistant. The presence of a notification feature via email as a reminder, starting from items that are entered into prospective buyers' wishlists, product recommendations, to announcements of ongoing discounts or promos. That way, users will be able to be directed, reminded, and make it easier to make transactions on e-commerce websites. When you have an e-commerce website, it's the same as having a store, cashier, and customer service in digital form.

In general, internet and e-commerce Users are typically teenagers or young adults, thus if we conduct commerce on a website or e-commerce as much as possible it is understandable and attractive to teenagers, but in the business world, the use of e-commerce media must also be able to facilitate parents in meeting their needs and desires, because the corporate world must adapt to different consumer tastes and needs. The following is a data survey on e-commerce users in Indonesia and the reasons why they prefer to do business in online media (See figure 6).

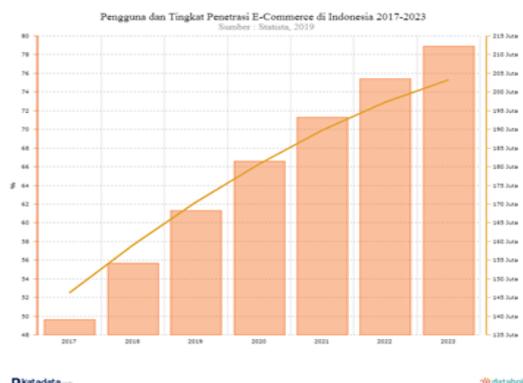


Figure 6. E-commerce user data based on DataBoks.KataData. This figure was adopted from <https://databoks.katadata.co.id> on October 30, 2019.

Based on the survey results, the total e-commerce users in Indonesia in 2017 reached 139,000,000, then rose 10.8% to 154,100,000 in 2018. This year it is projected to reach 168,300,000 users and 212,200,000 in 2023. Increase in the year 2023 is estimated to reach 75.3% of the total population of the selected market. The e-commerce sector with the highest revenue in 2023 is expected to reach US \$ 11.7 billion. E-commerce, according to Loudon, is a transaction process in which buyers and sellers acquire and sell various electronic products from corporations to other firms through the use of computers as business middlemen. Then, the authors looked for data that influenced people to open online businesses (See figure 7).

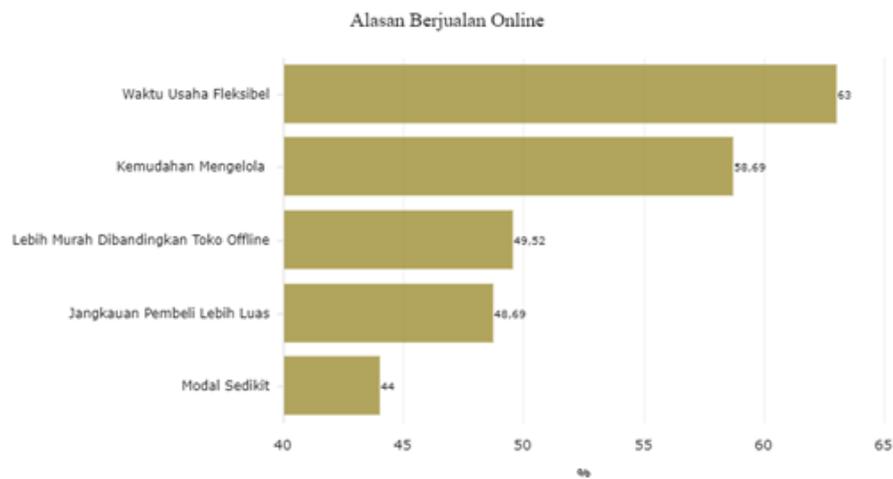


Figure 7. The reasons why they prefer to do business in online media based on DataBoks KataData. This figure was adopted from <https://databoks.katadata.co.id/> on October 30, 2019.

Based on the results of a survey by the Economic and Community Research Institute (LPEM), Faculty of Economics and Business, University of Indonesia, revealed that the highest reason is that sellers have more flexible business time, which is 63%. In addition, 58.69% of sellers said it was easy to run and manage an online business. Furthermore, the cost of selling online vs having an offline store is the third reason that sales choose to sell online, with 49.52 percent choosing to do so. When selling online, the seller also felt this way, the buyer's reach was wider, namely 48.69%. Finally, 44% say selling online requires very little capital.

The potential for the development of Indonesia has a big e-commerce market. This can be observed in the growth of e-commerce buying and selling transactions, which has increased year after year. The growing volume of e-commerce transactions will have a direct and indirect impact on the Indonesian economy. The application of E-commerce as an effort to increase business competition which is a company that has used e-commerce services that target directly to consumers where the companies studied are scattered in big cities in Indonesia. a company engaged in services and trade with a monthly turnover of 10 million to 100 million. There are six factors that drive companies to use e-commerce to access markets, promote products, build brands, get

closer to customers, help communicate faster with customers, and satisfy customers. The results of his research, vendors have a direct positive influence on the trust of e-commerce customers in Indonesia and the influence is not significant, namely the ability and benevolence variables. Vendors have a direct positive influence on the trust of e-commerce customers in Indonesia and the influence is significant, namely the integrity variable.

CONCLUSION

With the existence of e-commerce technology, it is hoped that business actors can follow technological developments, because with e-commerce technology it will make it easier for business actors to carry out their business activities to be more effective and efficient. The advantage for business actors with this e-commerce technology is that it will ease the burden on place or location costs, because there is no need to open various branches to market products in other locations. It is enough with internet access that buyers everywhere can find out what products we are selling. With the convenience of e-commerce technology, it will also benefit buyers, where buyers do not have to go to a trading location, simply by using a smartphone, they will be connected to internet access to make purchases easily without having to go to a location and are not limited by time, whenever and wherever they can shop. With e-commerce technology, besides the wider reach of buyers, with not too much capital and for people with real solid operational activities, of course this makes it very easy to find a product.

REFERENCE

- Boysen, N., De Koster, R., & Weidinger, F. (2019). Warehousing in the e-commerce era: A survey. *European Journal of Operational Research*, 277(2), 396-411.
- Chen, J. V., Yen, D. C., Pornpraphet, W., & Widjaja, A. E. (2015). E-commerce web site loyalty: A cross cultural comparison. *Information Systems Frontiers*, 17(6), 1283-1299.
- Featherman, M. S., & Hajli, N. (2016). Self-service technologies and e-services risks in social commerce era. *Journal of Business Ethics*, 139(2), 251-269.
- Li, S. S., & Karahanna, E. (2015). Online recommendation systems in a B2C E-commerce context: a review and future directions. *Journal of the Association for Information Systems*, 16(2), 2.
- Manaf, P. A., Rachmawati, I., Witanto, M., & Nugroho, A. (2018). E-satisfaction as a reflection of e-marketing and e-sequal in influencing e-loyalty on e-commerce. *Int. J. Eng. Technol*, 7(4.44), 94.
- Ningsih, I. A. (2018). *Analysis of Factors Affecting E-Commerce Business Interest in Students of the Faculty of Economics, Makassar State University (Doctoral dissertation, Makassar State University)*.
- Pradana, M. (2017). *Klasifikasi bisnis e-commerce di Indonesia.*
- Purwaningwulan, M. M., Suryana, A., Wahyudin, U., & Dida, S. (2019). Creative innovation online relationship marketing Islamic fashion e-commerce in Indonesia. *Library Philosophy and Practice*, 2579.
- Purwanto, A. (2018). *The Effect of Middle Class Economic Growth on the Development of E-Commerce in Asean (Doctoral dissertation, Library)*.
- Rachmawati, R. (2014). *Urban development in the era of Information and Communication Technology*. Gadjah Mada University Press

- Soegoto, E. S., & Eliana, E. (2018, August). E-Commerce and business social media today. In *IOP Conference Series: Materials Science and Engineering* (Vol. 407, No. 1, p. 012034). IOP Publishing.
- Soegoto, E. S., Delvi, J., & Sunaryo, A. (2018, August). Usage of E-commerce in Increasing Company Power and Sales. In *IOP Conference Series: Materials Science and Engineering* (Vol. 407, No. 1, p. 012035). IOP Publishing