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Development of E-Commerce in Smartphone Sales

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Development of E-Commerce in Smartphone Sales

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Abstract. The purpose of this study is to identify the extent of e-commerce development in smartphone sales in the Indonesian market and the benefits of e-commerce development in smartphone sales. The method used in this research was a descriptive method to present a complete picture of the situation associated with several variables of the situation being examined. The results of this study are to identify the extent of e-commerce development in smartphone sales, as well as the benefits provided by e-commerce development in smartphone sales. This research was conducted by discussing the emergence of e-commerce smartphone sales.

1. Introduction

Development is the process of interpreting design specifications into physical forms, a development that is specifically a process of producing learning material that can be useful for use as needed, Seels, and Richey [1]. E-Commerce is a transaction process carried out by buyers and sellers in conducting business transactions in the form of various types of products electronically from companies to other companies or from companies to buyers using electronic devices as intermediaries for transactions conducted, Loudon [2]. The sale is a process in which individuals or groups get what they need and want, create, offer and exchange products or services that are worth selling with other parties to benefit, Philip Kotler [3]. Smartphones are cellular phones that use various service features such as memory, screens, microprocessors, and modems that have been embedded in them. So that the features on this smartphone feel more complete and are considered capable of meeting human needs compared to other cellphone features, Williams and Sawyer [4].

Research conducted by Strupp and Noack concluded that more advanced internet users use the internet to get information about investments, stocks, trade, banks, or pay bills. However, most consumers seek information about products, make price comparisons between one product and another, and then visit the local market to make purchases manually. Overall, online users spend 10 hours per week browsing the web, but around 4.5 hours are spent reading books, newspapers, and holidays on weekends [5]. Bush explained that the main product category of shopping, including standard items such as daily necessities, only needed little information. They buy daily necessities ranging from food, clothing, milk, baby equipment, books, medicines, and various electronic devices. Travel by buying tickets online or buying services that suit your needs using the internet. The fact is that the sale of online travel services is expected



to increase fourfold in 2003 to more than \$ 29 billion. However, this number still represents only 10 per cent of all registered trips. Most middle and lower class tourists still depend on traditional travel agents due to economic factors [6]. A study conducted by Forrester Research, Inc., in 1999 showed that, to cut shipping costs moving from manual to the Internet, replace telephone and fax with the internet to communicate with customers. In addition to saving money, shippers are confident that they will benefit from tracking information, products that are sold more safely, and better real-time delivery for customer satisfaction [7]. Zwass suggested that the right way to analyse and develop complex systems (such as e-commerce) is to organise them in neat structures that are easy to understand [8]. For example, Hwang and Hasan said that the influence of social media in implementing e-commerce is more likely to be on women and the impact of more satisfaction on men. They show that the influence of men's online shopping is better than that of women; this suggests that this activity might be attractive to men like women [9]. Eddy Soeryanto Soegoto said that entrepreneurs are a person who is Creative, Innovative, Independent, Confident, Resilient and Diligent, disciplined, able to face risks, observations to seize opportunities, Manage Resources intelligently, in Building, To develop, To promote Business or Company Excellence [10].

2. Method

The method used in this study was a descriptive method to present a complete picture of the situation related to several conditions of the variables being examined. So it could be known how important the development of e-commerce in smartphone sales.

3. Results and Discussion

To make it easier for users to access e-commerce websites, therefore a simple and easy-to-understand display is made with a variety of features available including home, product, cart, and testimonials, as well as the best-selling product recommendation, features to be considered by buyers. The display of the main menu can be seen in Figure 1.

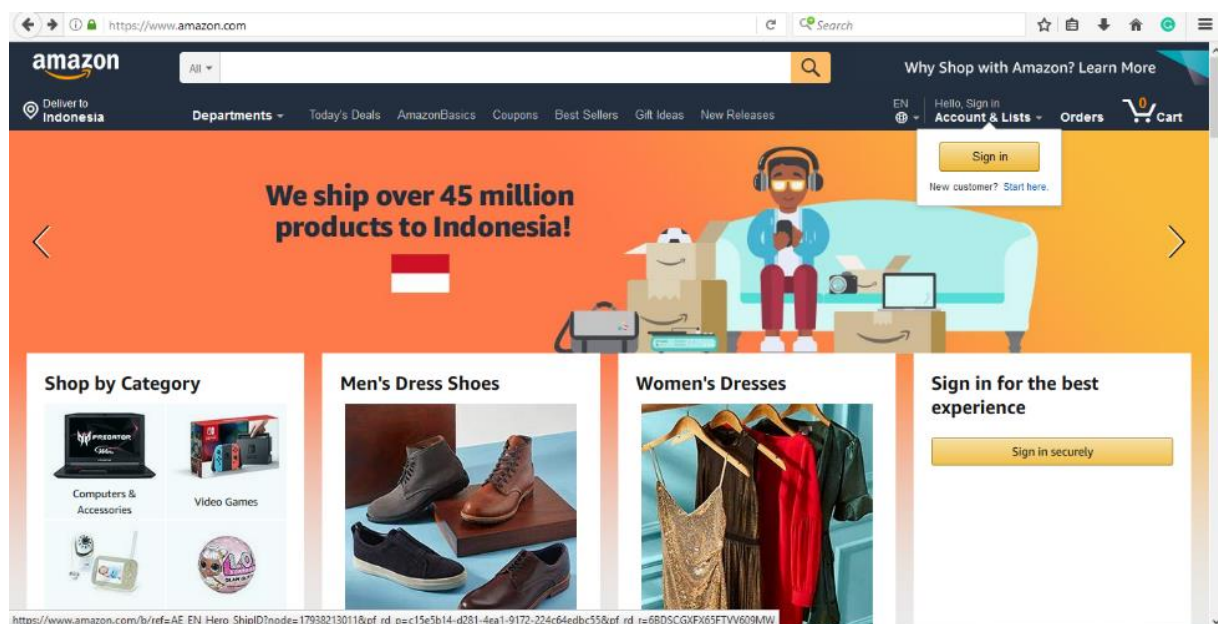


Figure 1. Main menu. The figure was adopted from www.amazon.com was taken on Nov 4, 2018.

In this section of the homepage, there are several selected products as well as several options to see products, new products, best-selling products, discount products, shopping carts and also contains several smartphone brands available, and also a choice of Indonesian and English. It can be seen in Figure 2.

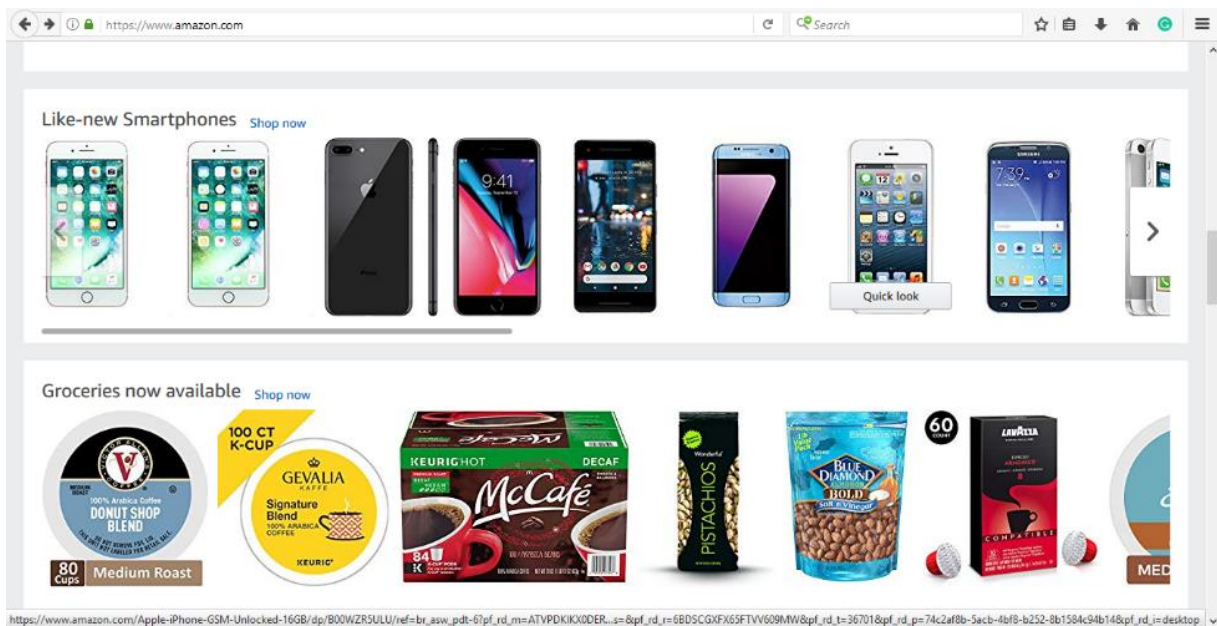


Figure 2. Product display. The figure was adopted from www.amazon.com was taken on Nov 4, 2018.

This section will display all available items, including smartphones, Powerbanks, batteries, and other accessories that have to do with a smartphone, all products sold here are new and original products. It can be seen in Figure 3.

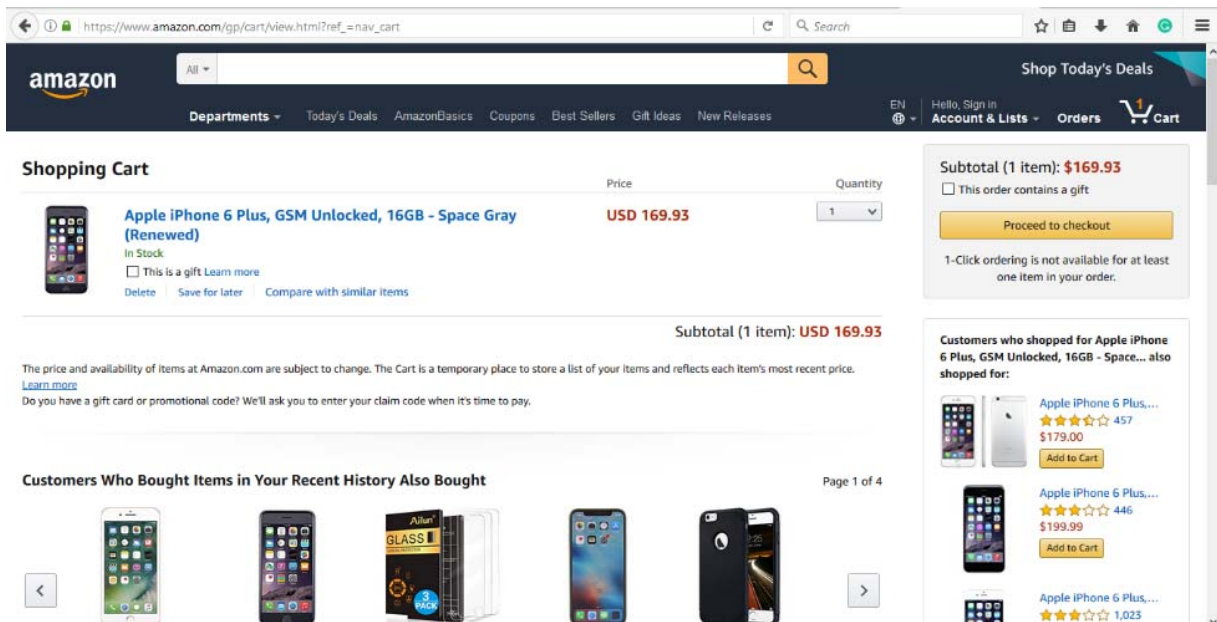


Figure 3. Shopping Cart. The figure was adopted from www.amazon.com was taken on Nov 4, 2018.

In this Shopping cart, there is a column that contains the number, product, price, quantity, and subtotal. All items that have entered the shopping cart will be stored until the buyer makes a payment, and the data will enter the database. Customers who have received the purchased product can give testimony to the

satisfaction of the goods that have been received, the perceived service, this can be useful for sellers to improve better service and for prospective buyers before buying the product can find out how good the quality of goods and services available at an online website. It can be seen in Figure 4.

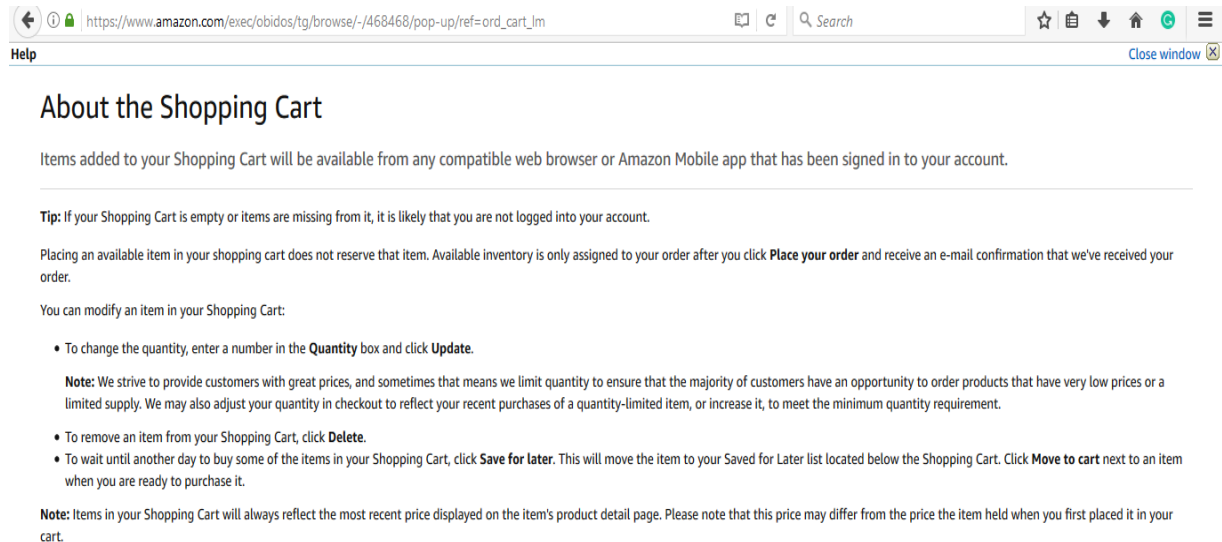


Figure 4. Help. The figure was adopted from www.amazon.com was taken on Nov 4, 2018.

If there are visitors who are confused about accessing this website, visitors can be directed to the help form section, how to order, payment method, shipping cost to the destination of the buyer, and there is a FAQ service that contains questions frequently asked by buyers, this is intended to avoid misunderstanding between seller and buyer.

Here there are news updates about the latest smartphones from various well-known brands, what features are included on the smartphone and release time. The not only news about smartphones, but there is also news about smartphones that are good and right, how to replace a cellphone spare part. With the news, potential buyers can easily find out what products they want to buy. Buyers can make payments by transfer via ATM, internet banking, mobile banking through one of the local banks provided by the seller; there are four local banks.

4. Conclusion

In an era of increasingly sophisticated and faster mobility of people, it is necessary to use the right technology, one of which is e-commerce. With e-commerce, it can facilitate business people and business consumers, because people can trade and buy transactions regardless of time and place because whenever and wherever everyone can make transactions online. This opportunity is used by smartphone sellers to find unlimited customers so that they are expected to increase their income and reduce capital because they no longer need to rent a place to sell and buyers no longer need to come to the place of sale because everything can be done online.

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