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To cite this article: E S Soegoto *et al* 2018 *IOP Conf. Ser.: Mater. Sci. Eng.* **407** 012027

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Designing Consultant Services Sales System through Online Store

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Abstract. This study aims to develop the services of consultants in planning the building through an online store program. This study aims to cultivate an existing consultancy office to become widely throughout the world by taking into account the factors that influence the client's area of interest. The method used in this research is the literature that provides theoretical resources and theoretical reviews of the consultative services in the building. The result of this research is that the bigger a project, the more the problems that must be faced. Therefore, the architectural consultant of the online store client will be more effective and efficient in finding the services of the architectural consultant. The form can be a design solution in the form of two-dimensional or three-dimensional images that are innovative and creative for their clients. Architectural consultation usually involves the design of the building, preparing a development plan for the management of the implementation of the construction of the building. Planning is used as a reference for job implements and the standard of project implementation, including documents, technical specifications, schedule, and budget.

1. Introduction

Over time regarding entrepreneurship, competitive conditions in the business world continue to increase. Inevitably, every company is challenged to possess a competitive advantage to compete with its competitors that continue to emerge. The rapid growth in the electronic commerce over the Internet has fuelled predictions and speculations about what makes a business-to-consumer (B2C) website effective. Yet, there are very few empirical studies that examine this issue. We examined the key characteristics of a B2C web site as perceived by online consumers. Based on a questionnaire survey of 214 online shoppers, we empirically derived four key dimensions of B2C web sites: information content, design, security, and privacy. Though all these dimensions seem to have an impact on the online purchase intent of consumers, security and privacy were found to have a greater effect on the purchase intent of consumers. The implications of the findings for online merchants are discussed. [1] Models need to be formed with the formation of the technology-based business plan in the prospects and possibilities of business development by developing a website. According to Highly emphasized in entrepreneurial practice, business models have received limited attention from researchers. No consensus exists



regarding the definition, nature, structure, and evolution of business models. Still, the business model holds promise as a unifying unit of analysis that can facilitate theory development in entrepreneurship. This article synthesizes the literature and draws conclusions regarding a number of these core issues. Theoretical underpinnings of a firm's business model are explored. A six-component framework is proposed for characterizing a business model, regardless of venture type. These components are applied at three different levels. The framework is illustrated using a successful mainstream company. Suggestions are made regarding the manner in which business models might be expected to emerge and evolve over time. [2]

Consultant service is a consultation service from the beginning of a planning concept until the building is built. Its essential consulting services are offering alternative design solutions, optimizing costs, providing recommendations, views, directing clients to get the best design to meet their needs and helping clients in the best decision-making process. Philosophical and organizational components of service delivery are presented along with the range and type of service provided. [3] Consultants not just following all client requests alone but should be able to provide input by the background knowledge they have. Not only can that services be used as how to provide the correct. [4] Then, according to the reviewer about the web quality impacts of Ahn and Han explained, the results showed that playfulness plays an important role in enhancing user attitude and behavioural intention to use a site. We also found that Web quality, categorized into system, information, and service quality, had a significant impact on the perceived ease of use, playfulness, and usefulness, and consequently, that it encouraged website use in the context of online retailing. [5]

Consultants are individuals or firms with specialized skills, abilities, and talents available to those in need (clients), in exchange for some wages. Professional consultants provide advice and often help implement that advice to clients. The consultants promoted on the website should consider The results indicated that perceived ability, perceived benevolence/integrity, perceived critical mass, and trust in a website were four important antecedents of trust in product recommendation in a social networking site. [6] besides, it is necessary most executives find themselves doing little more than scattering people and technologies within training programs at random with the hope that one of these programs will work. [7] Planning consultants have a role in decision making and as a transformation of the owner's needs and direction for the implementer. The idea and the idea of the owners set out in a document's planner comprised of specifications and drawings to be carried out by contractors. Performance can be measured consultant planner of several factors concerning document creation, time, cost and terms of reference.

The process of online services can go through several stages. The initial stage is called pre-planning which works with interviews with owners and users, inventory needs of activities and building functions. The next stage of pre-design is to pour the initial concept of planning in the form of space sketches and sketches of the form. The next stage is the design of planners and design in the form of 2D and 3D image design or can be called working drawings. This final stage will appear cost estimation budget planning or called RAB (cost budget plan) and with efforts to encourage online commerce. [8]

Zeithaml et al explained evidence exists that service quality delivery through Web sites is an essential strategy to success, possibly more important than low price and Web presence. To deliver superior service quality, managers of companies with Web presences must first understand how customers perceive and evaluate online customer service. The information on this topic is beginning to emerge from both academic and practitioner sources, but this information has not yet been examined as a whole. The goals of this article are to review and synthesize the literature about service quality delivery through Web sites, describe what is known about the topic, and develop an agenda for needed research. [10]

Based on research by making some observations literature of several references to the consulting services system that is running in public offices who use the system manually executed marketing is no longer effective, regarding time was already ineffective, as well as concerning human resources. To solve these problems, we need a renewal of the current manual system running with applied into a system that is more effective and efficient is by designing consultancy services through an online store web-

based, so that the process that had been consuming quite a long time can be done more quickly and accurately.

2. Method

The method used in this study is to use literature study method that provides the theoretical review of various references including articles to cultivate the entrepreneurial spirit of the architect in serving the services of architect consultants through the online store.

Research conducted by creating a website that contains content Home, profiles, project portfolio of buildings that already exist. It uses the web to make it easy for clients to consult quickly without having to seek to come to the consulting office as well as broaden the horizons of the world. The initial view when opening the website is a home tab that displays the object trading on the site of the consultant's services.

In research, consultant planners want to be able to realize the consultants as well as in Table 1. The number of sample members most appropriate to use in research depends on the degree of accuracy or error. The desired level of precision/belief often depends on the available funding, time and energy sources.

Table 1. Qualification Building Planning Services (Consultants).

High Grade Qualification 4	Medium Grade Qualification 3	Low Grade Qualification 2
Job value (project value) above Rp. 400 million to unlimited Business entities for Gred 4 qualifications shall be in the form of Perseroan Terbatas (PT), including PT-PMA	Job value (project value) above Rp. 400 million up to Rp. 1 billion Business entities for Gred 3 qualification must be in the form of Perseroan Terbatas (PT), excluding PT-PM	Value of work (project value) up to Rp. 400 million Gred 2 qualification entities may take the form of Perseroan Komanditer (CV), Firma, Koperasi or Perseroan Terbatas (PT), excluding PT-PMA
Have a minimum SKA of experts for PJT and SKA minimum of young experts for PJB	Have minimal SKA experts for PJT and SKA at least young for PJT	Have minimal SKA skill for PJT and minimum SKA for PJT

Advantages of using the sales consultancy services of the Architect Information System online, including the sales system of this service, are the architectural consultant's sales service system including construction management consultant, supervisory consultant and RAB in building a building. From various references found

3. Results and Discussion

3.1. Internet Marketing

Internet Marketing also is known as e-marketing, or online marketing is a new medium to promote a service or product to be marketed. Internet marketing is an action through internet media to sell goods or services. Products displayed so that more consumers recognize, it must be equipped with an email that can make it easier to place an order.

Through the virtual world, a company can market its products that represent the company. Even with the existence of internet marketing, a company does not have to have an office to market their products or services. Website and email are two important things a company must have to replace the office.

The ins and outs of the products to be sold are informed on the information website. To communicate with a consumer a company using email marketing to provide an offer. Email marketing is used because it is the most effective, secure, and inexpensive way to distribute sales letters. This method is more profitable and environmentally friendly compared to sending paper brochures. However, if companies do spam will have a negative impact.

3.2. Website challenges and opportunities are used for companies

The concept of sales is to believe to consumers and business companies if left unchecked will not regularly buy enough of a product offered by a particular organization. Therefore, the organization must conduct aggressive sales and promotion efforts. From the sales practice, we see that the primary selling objective is to get the most profits from the consumer.

The company makes online sales by displaying various information about the product in the form of goods or services that will be sold and done electronically. Such information may be product pricing, product quality, and product inventory. E-business is the use of technology and digital information through the Internet to perform all business processes within a company. Other things such as E-commerce as an international management process of the company to coordinate suppliers and other business partners (Figure 1).

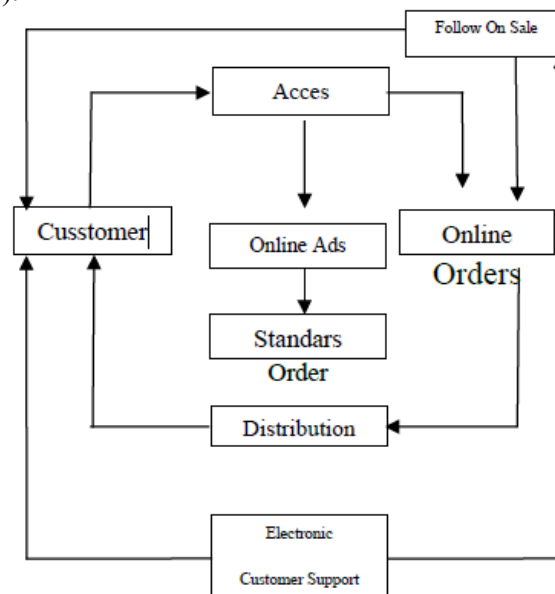


Figure 1. The mechanism of international business management online.

3.3. Quality and credibility

The concept of keeping the company's name at the highest level of this Dakting Arch consultant is required to possess and master the skill in maintaining the quality of its work, according to Soeharto (1995):

3.4. Designing sales system Online Store Dakting Arch

Consultant in Indonesia can be a firm that has a team of consultants in their field and a supporting role as an interior designer, structure, mechanical-electrical, to the drafter. However, there is also a single consultant who performs the whole role alone. Each of these consultants serves individual clients, private offices or government offices. The design style of each consultant is also different. It depends on the taste of the architect or the specific design direction determined by the architect's consulting firm.

Darting Arch is a picture of the author entrepreneurial companies to work in the future to come. Companies that will be engaged in the services of architectural consultants, including consultant construction services, supervisory consultant services or field in determining the RAB design of the building of the client. In general, consultant offices have only been made directly to the offices or phone calls have not been using a computerized system.

Alternatively, specific design directions specified by the architect's consulting firm.

The problems faced by the public in finding consultant services are easier to obtain. Therefore, the design of online consulting services using the HTML programming language (Hypertext Markup Language) as well as several other programming languages and supporting design applications.

3.5. Designing Darting Arch Web-based

Research conducted by creating a website that contains content Home, profiles, project portfolio of buildings that already exist. It uses the web to make it easy for clients to consult quickly without having to seek to come to the consulting office as well as broaden the horizons of the world (Figure 2).

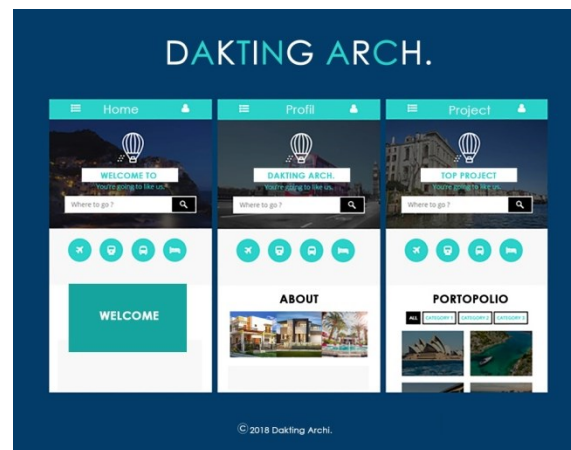


Figure 2. Website Online Store Services Dakting Arch.

The initial view when opening the website is a home tab that displays the object trading on the site of the consultant's services. Profile tab contained in the timeline of the website displays the background of the Dakting Arch Company that will be placed in the city of Bandung. This consulting firm will begin to be established in 2019. Then the project containing the contents of this website displays all existing building projects that were made by the company from its inception until today.

This project will be updated to the website that will be created in 2019 that will come if there is a new project that has been completed, the project has been built is selected because it has been in publishing different from that not yet built where untested authenticity.

System Approach that emphasizes the components will be more accessible in studying a system for analysis and design. In processing, information must pay attention to the quality of accurate, precise, and relevant information. Data is a form that is still raw that has not been further processed. Data is processed through a method to generate information. The data will be captured as input, processed back through a model and so form a cycle. The cycle by Jhon Burch is called the information cycle (Information cycle) or data processing cycle (data processing cycle) (Figure 3).

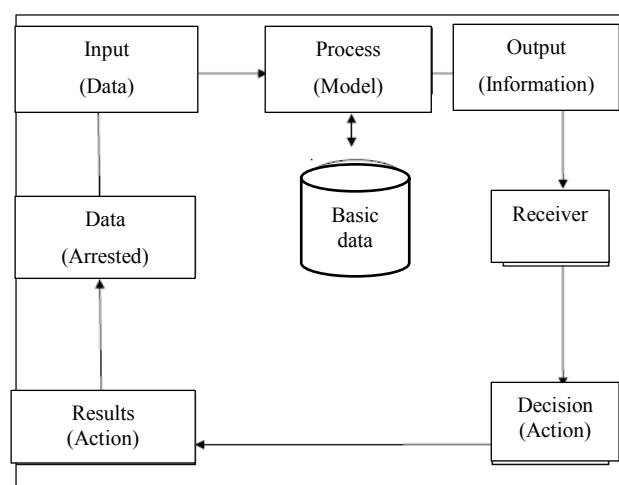


Figure 3. Data processing cycle.

3.6. Role of Online Store Consultant Services to clients

The role of a consultant is to provide consultation in planning the building. The form can be a design solution in the form of two-dimensional images and three dimensions of innovative and creative for their clients. This architectural consultation usually involves the design of the building, preparing a development plan even for the management of the implementation of the construction of the building. There are architect consultants who can serve the whole thing related to the design to be built; some are just focusing on a particular specialization.

For example, architectural consultants specializing in residential homes, some have specialties in housing, land, and projects for developers. Some specialize in high-rise buildings such as offices, hotels, apartments and the like, some focus on the design of restoration and conservation of historic buildings, green architectural, theme park, urban design and building renovation projects. Apart from the specialization of building types, architectural consultants also have a specialization of particular design styles such as minimalist design, classic design and so forth.

3.7. Control of consultant services on the project

Project control is needed to organize all series of activities to be directed and have the same goals, as well as to provide a standard of quality standards. According to Soeharto (1995), project control is a way to achieve the standards that have been the target of planning. In this process, there will be a recurrent thinking system to achieve the adequate resources used in the way to reach the target. In the project control process at the consultant Dakting Arch. Described in the following steps:

- a. Set Goal. To produce a high-quality product then the first companies define targets to be achieved at this stage to give a target used as a standard in all the work to achieve the goals.
- b. The definition of the scope of work is a step to clarify goals, further to set boundaries, and what kind of work to accomplish
- c. Determining the criteria and benchmark standards used to achieve the goal efficiently, to achieve a goal hence also needed a benchmark to get results according to standard or even more.
- d. Monitor and report. At the stage of project implementation for a certain period of time monitoring and checking all existing elements whether in accordance with the target standards, reporting is used is to maintain the quality of a project to survive long after built.
- e. Analysis of Results and Assessment. By point number 4 that is reporting then at this stage conducted an assessment of the project built by comparing it to the target standard that has been set.
- f. Held the corrective action. After the results of the analysis are complete then the event of an error or occurrence of deviation indication light or very heavy it will be holding rectification stage, at this stage is the stage of evaluation and replacement or correction of images or the performance of the project. On consulting project is divided into three which are always measured according to objective standards, namely whether the project by the contract, cost, and quality of the work of the technical specifications (Figure 4).

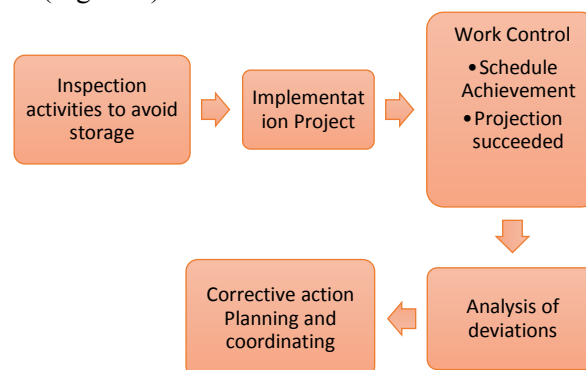


Figure 4. Step-by-step Operation Process Control.

The bigger the project, the more problems the architectural consultants face, both the supervisory consultant and the construction management consultant. Therefore, architectural consultants should always be ready to look and provide the right solution by using the facilities services of the architectural consultant online store clients will be more readily effective and efficient in seeking the services of architectural consultants (Figure 5).

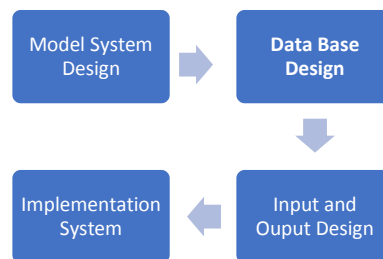


Figure 5. Cycles in System Design Models.

Thus, Online Architectural Consultant services can provide consultant services of architects that are done online, focusing on supervisory consultant services, construction consultant services as well as the field that handles the RAB building design to be created. This web-based application makes it easy for clients to access our services anytime and anywhere. Transactions can be initiated when the client is interested in consulting with us and will be processed through interviews, from client data sent via email will be communicated to consult in planning the building. The form can be a design solution in the form of two-dimensional images and three dimensions of innovative and creative for their clients. Presentation of suggestions such as the design will be processed through email, then the final presentation stage of the results is printed to be sent by mail or can come to the office to be more satisfied. With the existence of Web-Based Architect Consultant Services online store, we can reach to all corners of the archipelago even the world to meet the needs of services consultant architect with Darting Arch is natural to stand to serve the broader community.

4. Conclusion

Based on the literature study that has been discussed in this study can be concluded that with the design of sales consulting services architecture online, then the problems faced by the community-wide area will be easier to make transactions. With Darting Arch, the problem can be overcome so it will boost the revenue for the company. The design can be done easily because it uses internet facilities and can be done anywhere and anytime. Minimize the extra costs such as printing brochures, letters, and reports and so on.

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