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To cite this article: E S Soegoto *et al* 2018 *IOP Conf. Ser.: Mater. Sci. Eng.* **407** 012035

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# Usage of E-commerce in Increasing Company Power and Sales

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**Abstract.** The purpose of this study is to explore the role of e-commerce that is expected to provide significant benefits in the business world. Companies that are able to properly implement e-commerce can grow the number of profits, increasing customer numbers, in addition to giving a positive impact on the development of e-commerce business is not profitable. The method used was a descriptive method with a qualitative approach. This method was used to describe the phenomenon of business actor activity in utilizing e-commerce to increase the sales force of the business. With the utilization and use of internet technology, the role of e-commerce is expected to provide great benefits for the company. The result of this research shows that companies that are able to utilize e-commerce can improve competitiveness and sales.

## 1. Introduction

Every business undoubtedly requires and uses a unique strategy for the brand and location targeting [1], and in the development of a strategy, it must involve innovative development and ideas and set forth in the form of a project [2]. The most widely used form of marketing strategy today is digital marketing because companies can receive great benefits with lower cost by focusing on customers [3-4].

Then, according to Ahmed Z et al, it is important for a company to understand marketing concepts that will be applied. Questions such as who sells the product, to whom the product is sold, and who is the competitor of the product should be carefully considered so that the marketing concept can be applied. So brands can compete for individual thinking about the product, and can reinforce the identity of the business that leading to an improvement in the communication strategy of a product to sustain the business's success [5]. Meanwhile, according to research conducted by Bernal-Merino one form of innovation that helps in the marketing strategy of a product that can be profitable is e-commerce [6].

According to Bruni et al, a company can be successful if the company is investing in marketing, so as to improve the company's competitive position and measure the company's marketing performance [7]. In addition, the thing that must be considered by the company so that the marketing strategy in the digital field can start to be applied is to choose the right way in its marketing, pay attention to the promotion, the quality of marketing content, target or customer. But the most important thing is the target or the customer because the target or the customer is a pillar of the growth, continuity, and success of a company. [8,9,10].

Then one of the strategies to be used in the running of the company is to implement e-commerce in business product marketing strategies. This is because if the company can implement e-commerce



properly on their product marketing strategy, then the impact that can be felt by the company is able to grow the number of profits, increase the number of customers, increase competitiveness and product sales and a variety of other great benefits.

## 2. Method

The method used is a descriptive method with a qualitative approach. This method is used to describe the phenomenon of business actor activity in utilizing e-commerce to increase the sales, with data analysis used qualitatively by describing of respondent's answer and presented in table, frequency, and graph.

## 3. Results and Discussion

The study involved 10 respondents. Tenth respondents are business actors engaged in trade and services with details of 70% of business actors in the field of trade and 30% of business actors in the field of services (See figure 1).



**Figure 1.** Business Type of Respondent.

The motive in the application of e-commerce to the business can be seen from the table list of questions and assessments of respondents (See the table 1).

**Table 1.** Percentage of Visitor Satisfaction toward Web Design.

No	Question	1	2	3	4	5
1	Cost savings	11	44	37	7	0
2	Getting business partners	4	26	11	37	22
3	Got a new customer	0	0	0	37	65
4	Business process efficiency	7	15	22	30	26
5	customer satisfaction	0	0	4	41	56
6	Being closer to the customer	0	0	0	26	74
7	Assist in competing with other companies	0	26	19	22	33
8	Accessing global markets	0	0	11	33	56
9	Build a brand	0	4	11	56	30
10	Promoting products	0	0	7	30	63
11	Build a positive image of the company	0	4	15	63	19
12	Providing services without a deadline	0	0	0	11	89
13	Help fast communication with customers	0	0	15	22	63
14	Getting an agent	0	30	56	11	4
15	Getting new suppliers	4	41	44	11	0

Based on the above table, big motive company and business actors to implement e-commerce is known. Where the scale 1-5 has the information:

- 1 = Very low company expectations
- 2 = Low expectations
- 3 = Neutral
- 4 = High expectations
- 5 = Very high expectations

Based on table 1 above, it is stated that the factors underlying the company are driven to use e-commerce consists of several factors corporate expectations to implement e-commerce:

- 1. Accessing global markets
- 2. Promote the product
- 3. Build a brand
- 4. Closer to the customer
- 5. Help fast communication with the customers
- 6. Satisfy the customer

In the e-commerce process, the company needs several components for the operation and activities of the e-commerce to run smoothly, as follows:

- 1. Access control and security, e-commerce should provide a sense of comfort and trust and secure access to shared parties in e-commerce transactions. Access control and security need to be done to protect e-commerce from different threats
- 2. create profile and personalization. profiling aims to account management and payment.
- 3. Search management, software must have a search component that can help customers to find or find services they want.
- 4. Content and catalog management, the content of e-commerce is largely in the form of catalogs containing information on products or services sold. Furthermore, content management and catalogs may extend to product configurations that support self-service
- 5. Workflow Management, e-commerce work-flow is used to assist employees electronically collaborate to customize forefront respectively by using current processes work.
- 6. Notification of activities, the notification process activities play a very important role in the system of e-commerce because it is used to monitor all the processes of e-commerce and record all its activities. Including price changes.
- 7. Trade cooperation. The purpose of e-commerce is to support cooperative agreements and trade services required by customers and other suppliers.
- 8. Electronic payment process, Electronic payment as a real and important process in e-commerce transactions. Nowadays most e-commerce uses credit card payment process.

The great benefits of e-commerce are to increase sales turnover, increase the number of customers from within and abroad, expanding the business reach of a company, means of promotion, and the opening of a new business that can increase the company's revenue.

In creating a successful and sustainable e-commerce company, companies need to find ways that can improve customer satisfaction and customer loyalty in order to be willing to return to the company, how many factors can optimize e-commerce:

- 1. Choice and value of products that are attractive, competitive, and able to maintain and ensure customer satisfaction after buying the product.
- 2. The security of customer information conducting transactions on the website and products trusted by the customer
- 3. Relationship and communication.
- 4. Advertising through web and email along with special price quotes on products sold to customers.
- 5. Performance and service, including navigation process, buying and selling process, confirmation of payment and faster delivery of goods.

By using e-commerce, people can change the price list or do customization of products or services offered so it can be informed quickly to customers, something that used to be done with a long time while using e-commerce can be done quickly.

In the context of business partner relationships, e-commerce can help reduce possible inefficiencies in product bargaining, simplify supportive business processes by combining with speed and efficiency in business activities. In relationships with customers, e-commerce facilitates very convenient purchasing activities and time savings.

The emergence of e-commerce can have some impact on the business world, including:

- Facilitate the promotion of products and services in an interactive and real-time through an internet connection to consumers.

- Faster and satisfying customer service
- Provides significant savings in the cost of shipping information and products
- Creating new distribution channels that can reach more new customers both in Indonesia and outside Indonesia
- Facilitate more effective one-to-one applications or direct advertising
- Saves cost and time in handling orders, because electronic ordering allows a faster and more accurate process
- Presenting cyberspace as a complement to traditional markets
- Creating new distribution channels that can reach many customers

The positive impact for consumers.

- Allow consumers to shop and transact for 24 hours
- Allows customers to participate in virtual auctions
- Enable customers to get products or services at a lower price because customers can shop in many places quickly
- Provide many products and suppliers to customers
- Encourage customers to interact with other customers

E-Commerce has many positive impacts for the business world but e-commerce also has a negative impact on it:

- Theft of confidential information that belongs to the company or the customer's property, any disruption arising may disclose all information to unauthorized parties and result in loss
- Financial loss directly due to fraud
- Loss of business opportunities due to service interruptions such as network disruptions, power failures
- Loss of trust from customers

The challenges of e-commerce in the business world in many cases companies can survive not only rely on strength on products or services but also on fast and timely delivery, good service, a fast internet network, good design and make customers want to buy goods. Some factors include:

- Provide a fast and friendly buying service
- Give special attention such as providing a purchase proposal
- Facilitate trading activities
- Provide many bonuses to customers
- Provide competitive pricing

The constraints of e-commerce are there are many buyers who still do not trust for fear there will be credit card theft and the desired goods do not come or different from that desired by the buyer. In addition, companies that implement e-commerce requires very expensive maintenance and network that often impaired. However, for business to business systems, there is no more complicated issue than above, as entrepreneurs that do not have a good model for setting up the better e-commerce yet. The main problem is the idea of sharing business information with customers and suppliers who are become the main strategies in the e-commerce system. The key to solving the problem is to provide a safe and reliable system that can stop bad thinking about e-commerce, so the companies will get the benefit and can compete with other companies.

#### 4. Conclusion

Utilization and use of internet technology are expected to provide great benefits for the company. As an effort to develop a business, a lot of things to do, one is by implementing e-commerce. Companies that are able to utilize e-commerce can improve competitiveness and sales. E-commerce is the use of the latest technology such as telephone and internet to facilitate the activities of buying and selling of products, communication with customers and other entrepreneurs to help each other. From this research found the motives of business actors in applying e-commerce is to access global markets, promote products, build brands, approach with customers, help communicate faster with customers, satisfy customers, increase the number of sales and increase the number of customers.

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