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The Role of E-Commerce in Improving Quality in Raquer

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The Role of E-Commerce in Improving Quality in Raquer

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Abstract. The purpose in this system analysis is to collect data and information to discover how the system is currently running in the Raquer. The method used is structured design methods to determine the flow of processes that exist on the system using flowmap, context diagrams, and DFD. Data collection method used in this research is the application of descriptive research design. The use of the internet in business can improve business transactions and improve the quality of marketing as well as on the Raquer website where Raquer applies the internet as a marketing tool to expand the marketing range between Raquer and its distributors. The easy-to-learn and understandable Raquer website forms useful for the user performance and simplifies the product selection. The results of the research showed that e-commerce has benefits in improving the sales quality.

1. Introduction

E-Commerce is a dynamic set of technologies, applications, and business processes that connect between companies, consumers, and specific communities through electronic transactions, trade in goods, services and information electronically [1]. While Sales is the company's main activity in generating revenue, both for large companies and small companies. Sales is the ultimate goal of marketing activity, because in this section there are pricing, negotiation and acceptance agreements, as well as agreement on payment methods agreed upon by both parties, to reach the point of satisfaction [2] and one of the ways of it is to use web-based [3]. These web-sales can increase profits [4].

E-Commerce is a part of marketing that is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders" [5]. In order to facilitate the marketing process, the role of E-Commerce is required. E-Commerce is the practice of buying and selling goods and services through online consumer services on the internet and E-Commerce is a shortened from electronics commercial that has become a popular prefix for other terms related to electronic transactions [6]. On using this e-commerce is needed a design for sales to be effective and efficient. The design is a stage of planning or design that has a goal to design a new system that can solve problems faced by companies obtained from the selection of the best alternative system [7].

In this research, Raquer is a company engaged in the field of convection, its activity is producing various kinds of bags. Raquer implement E-Commerce in marketing activities that implement promotional activities through the website. The marketing of goods is wide enough, but not too optimal in because there is still lack of knowledge of E-Commerce, so that the existing website is sometimes left without any clear management. In fact, if E-Commerce is managed properly will, it will result in optimal marketing and sales. To the authors do the analysis and research whether the use

of E-Commerce can help in marketing activities in the company. E-commerce is growing because of the increasing number of social media users. The increasing popularity of social media like Facebook and Twitter creates a new delivery platform in e-commerce called social commerce [8]. Social media platforms such as Twitter and Facebook enable the creation of virtual customer environments where interested online communities are formed around specific companies, brands, or products. [9] Departing from this, Social media has provided new opportunities for consumers to engage social interactions on the internet. Consumers use social media, such as online communities, to generate content and network with other users [10].

Research conducted by Tibaná et al found that scientific production in e-learning each year averaged an increase of 16%, with the number of students coming from different regions of the world, so e-learning is considered a very profitable prospect [6], and regarding teachers' responses to the use of e-learning in the learning process received a good response for teachers because the learning system with e-learning is easy to use [7]. The critical success factors (CSFs) from the success of e-learning model based on research conducted by Eom et all seen from the success of e-learning model is the quality of course design, instructor, motivation, dialogue among students, dialogue between students and instructors, and self-learning the perceived result of learning [8]. As well as before applying e-learning at a university, research conducted by Edumadze et al explained that it must first analyze readiness among stakeholders, faculty, administrators, and students so that the results obtained can be maximally [9]. Related research on e-learning systems conducted by Özpolat and Akar explains that the characteristics of the e-learning system expected from its users is the e-learning system can provide information exactly as needed and preferences [10].

2. Methods

2.1. Data Collection
The data collection process applies descriptive research design because the approach method is done in a structured way. The following is the data collection method used:

2.1.1. Primary data collection. Make observations and interviews to the Raquer and the consumer. On interviewing Raquer is to know whether the management of Raquer website runs smoothly and optimally. While on the consumer side is to get information whether Raquer website helps in the selection and ordering of products.

2.1.2. Secondary data collection. Data is obtained from Raquer documents and websites. Test the Raquer website directly and try to make the selection and ordering the product.

2.2. Systems Approach Method
This system approach uses a structured method, with tools such as Flowmap, Context Diagrams and DFD used to analyze and describe the activities and grooves used in running systems in Raquer. data collection related objects that are analyzed, after the data collected then conducted analysis of the data that will result in a conclusion whether the business using E-Commerce with the internet can improve the quality of marketing or not.

3. Results and Discussion

3.1. RAQUER (Rail and Query)
Recently, many local convection companies engaged in the same field of making bags, such as TROJIKA, MOKAMULA, and others. The number of internet users in Indonesia can be a business opportunity for the company, they use internet technology as their tool to do their business activity, and one of them is E-Commerce in helping the company's marketing activities. RAQUER is a company engaged in the manufacture of original bags from Indonesia (Figure 1).

Figure 1. RAQUER logo

RAQUER has many types of bags that are in production both for women and for men. In the website there is a service to access the product catalog and description so that it can facilitate consumers to choose the goods in the search and desired (Figure 2).

Figure 2. Raquer Website

3.2. B2C relationship

RAQUER markets its products through distributors and resellers so that consumers will place orders via distributors and resellers, although consumers can also directly purchase products at the store. Distributors first register themselves to resell products from Raquer, as well as with resellers. But there is a difference between the two, where the distributor must make purchases of goods every month, otherwise it will be deemed inactive. For resellers there is no special provision. the good news, between distributors and resellers will get a special price much cheaper than the original price, of course with the requirement of a minimum purchase (Figure 3).
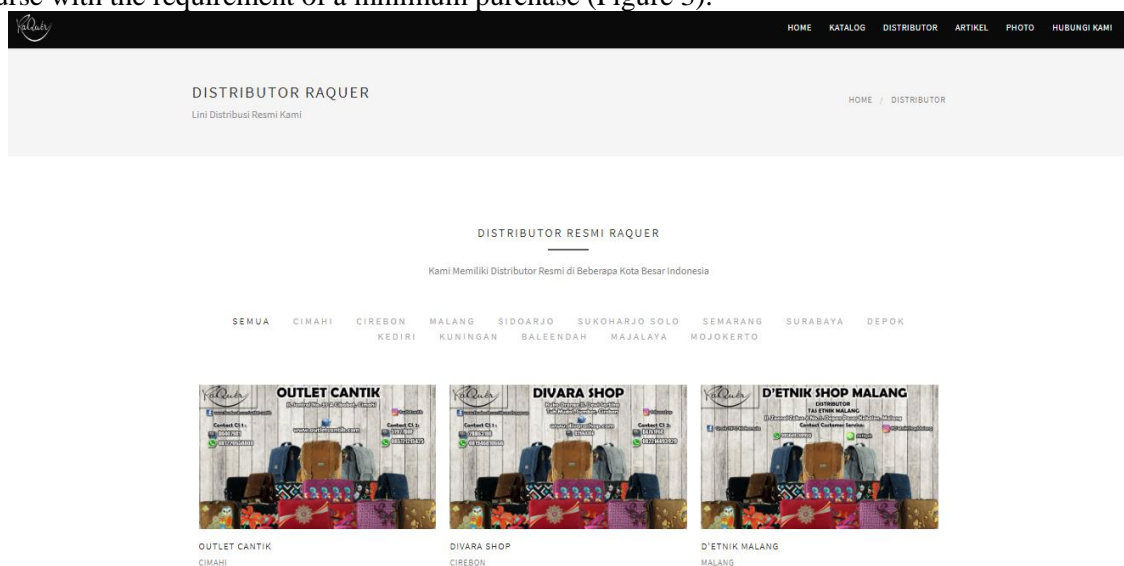

Figure 3. Distributor menu

3.3. The Role of E-Commerce Technology

E-Commerce technology brings new market opportunities for companies with the support of the internet that allows reaching the wider marketing area and becoming a cheap promotional media. Utilizing E-Commerce technology makes a business effort more effective and efficient at a small cost. It is certainly profitable, when the company will market its products and sell its products the company no longer need to rent land or premises just to display their products, as well as companies do not need to spend on advertising services to promote their products. Only by uploading a photo of the product then include a description of the product, it will easily be spread and accessible to all internet users. RAQUER uses the internet in promoting products and expanding its marketing reach.

3.4. FLOWMAP

Flowmap is one of the tools of analysis on structured design method; flowmap is used to describe the flow of a process of system activity, which usually describes the flow of a document or forms for a problem solving.

Here is an analysis of the running procedures in RAQUER:
- Website Raquer displays a product catalog for later in select consumers.
- Consumers then make the desired product selection.
- After the product is selected, the consumer will directly contact the distributor to place the order.
- After distributors receive goods orders from consumers, distributors will directly check the availability of goods. If the goods does not exist then the distributor will order to Raquer, if the goods are available then the goods will be directly processed and made payment receipt.
- Consumers receive receipts and directly conduct payment transactions via ATM, then proof of payment will be submitted to the distributor.
- Distributor receives proof of payment from the consumer then will immediately make delivery of goods and make proof of delivery of goods to consumers.

3.5. Data Processing on Raquer Website

Data collection by interview will produce qualitative data with the source of consumer experience in using Raquer website to choose the product before ordering on distributor. Variable and indicator used in interview questions in order to measure whether the condition is influential or no effect if the internet can improve the quality marketing company. The results of interviews with consumers using Raquer's website to transact in their business are as follows:
- Consumers can easily access services on the Raquer website so that distributors feel that the transactions runs well and making a lot of profit.
- Raquer website is easy understandable because the menu on the website is categorized and not too difficult to access it. The purpose of making the website Raquer itself is to display product catalogs and list of distributors only, so it does not cost to create catalog brochures and advertising services.
- Learning the Raquer website is very easy because the user interface is simple and has a small menu and can be directly accessed to display the catalog.

With appropriate internet usage such as business can improve business transaction and marketing quality. Like the Raquer website, Raquer applies the internet as a marketing tool to expand the marketing range between Raquer and its distributors. With the form of Raquer website is easy to learn and understand it affects the user performance, simplify the selection of products and very useful for users, with the transaction can increase rather than not using the online market.

4. Conclusions

The role of technology in the business world is supported by the internet, especially in the field of marketing has proved to improve the quality of marketing itself and create benefits for the company

without the need to spend a considerable amount. E-Commerce is also more effective and efficient. However, the use of technology and the Internet itself must be balanced with good management, especially need to pay attention to Business to Consumer relationship. If the relationship is not good then the use of the Internet itself will be useless and cannot help much the company's activities. Therefore, the internet should be utilized as well as possible in helping the company's activities because its role is so important. With the role of the internet can help all the activities of the company and can generate profits for the company itself, because so many business opportunities in it. This may be better implemented by RAQUER, where RAQUER has not been able to manage it properly so it has not generated much profit for the company. Based on the description, it can be concluded that:

- RAQUER has not been able to manage the internet in its marketing activities optimally, so it should be evaluated further to overcome a problem that is by improving the marketing management by optimizing the use of the Internet for the creation of E-Commerce in the company, especially improving in terms of Business to Consumer.
- The role of internet technology was able to improve the quality of marketing in the company if its use in optimize. Not only that, technology also creates many business opportunities and can minimize corporate expenses but promises more profit.

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