



ANALYSIS OF ONLINE SHOP SITE POPULARITY IN INDONESIA

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ABSTRACT

This journal will analyze how to determine the type of online buying and selling e-commerce, as it is now emerging a lot of e-commerce start-ups. As one of the companies that produce cosmetic products and is currently being a switch that was originally sold in stores, malls, supermarkets, and other physical stores, want to do business online, especially in the field of e-commerce. Thus, in the discussion will be discussed how to understand this business and determine the cooperation with e-commerce that best suits the cosmetic business today. There are 4 types of E-commerce business classification: B2B (Business to Business), B2C (Business to Consumer), C2B (Consumer to Business), C2C (Consumer to Consumer).

Keywords: *E-Commerce, Business Classification*

1. INTRODUCTION

As the development of Internet technology in Indonesia, brings up a lot of e-commerce startups. They built an online store that sells complete products such as malls with each other. The goal is to provide sellers and buyers to make transactions easily and quickly without the hassle. Just by using laptops, tab, or smartphone, as long as the device is connected to the Internet.

As the development of Internet technology in Indonesia, brings up a lot of e-commerce startups. They built an online store that sells complete products such as malls with each other. The goal is to provide sellers and buyers to make transactions easily and quickly without the hassle. You just need a laptop, tab, or smartphone, as long as the device is connected to the Internet.

2. LITERATURE REVIEW

E-commerce Business classification by Category:

2.1. B2B (Business to Business)

These two B2B or business to business actors are certainly both a business, B2B Model focused on providing products from one business to another. Because the company does business with each other, such manufacturers sell to distributors and wholesalers selling to retailers. Prices are based on the number of orders and are often negotiated. B2B volumes and value e-commerce can be enormous.

2.2. B2C (Business to Consumer)

For this type of business, actors sell to the general public (consumer), usually through a catalog utilizing software such as websites. This type of business is what we often meet in today's Internet world. Like Amazon's famous online store and if in Indonesia today such as Lazada and Blibli, which is a type of E-commerce B2C (Business to Consumer). Where online stores such as Amazon, Lazada, or Blibli are business actors and communities as a consumer. The advantage of running a B2C business (Business to Consumer) is the absence of physical store needs. But the complexity and logistics costs can be a barrier to the growth of this e-commerce B2C business model. However, although this type of business does not need a physical store, it still needs a warehouse for the stock of goods if lots of products are sold.

2.3. C2B (Consumer to Business)

For this type of a consumer project with a budget set up online and in a matter of hours, the company reviews the consumer's requirements and bids on the project. Consumers can conduct a bid review and choose which company will complete their project. You can see this perpetrator on Freelancer's website.

2.4. C2C (Consumer to Consumer)

Many sites offer free advertising, auctions, and forums where each individual can easily buy and sell directly by utilizing an online payment system, such as PayPal or a bank-via transaction, where people can send and receive money online with ease. The eBay Auction Service is a great example where transactions between consumer to consumer take place every day since the year 1995. In Indonesia, this type of business is also quite a lot, you can see the example of this C2C business such as on the website buy and sell online Tokopedia, Bukalapak, Olx and also FJB Kaskus, where the seller and the buyer is an individual and also can play a role As direct consumer and business. So you can also join to do business online by selling your goods through the site, and at the same time you can also become a buyer of other sellers through the C2C sites.

3. DATA AND METHODOLOGY

In this discussion, we will take 4 popular types of eCommerce in Indonesia:

3.1. Tokopedia

Tokopedia.com is one of the best online stores in Indonesia that carries the business model marketplace. Since its launch until the end of 2015, Tokopedia Basic service can be used by everyone for free. With the vision to "build better Indonesia through the Internet," Tokopedia has a program to support the perpetrators of micro small and medium enterprises (SMEs) and individuals to develop their business by marketing products online. Tokopedia has become one of Indonesia's fastest-growing Internet companies. Tokopedia has also managed to print history as the first technology company in Southeast Asia, which receives investments of USD 100

million or approximately Rp 1.2 trillion from Sequoia Capital and SoftBank Internet and Media Inc.

3.2. Shopee

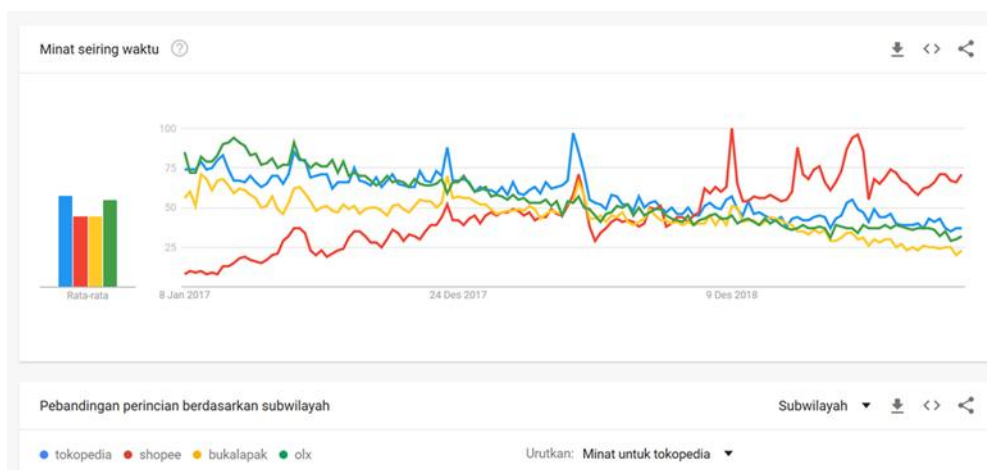
Shopee is Indonesia's best online store and electronic trading headquartered in Singapore under the SEA Group (formerly known as Garena), which was founded in 2009 by Forrest Li. Shopee first launched in Singapore in 2015, and since then expanded its range to Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. Due to the mobile elements built on the global electronic trading concept, Shopee became one of the "5 most Disruptive eCommerce startups" published by Tech In Asia. Shopee is led by Chris Feng. Chris Feng is one of the former activists of Rocket Internet who once led the online store Zalora and Lazada, integrated with logistics and payment support aimed at making online shopping easy and safe for sellers and buyers.

3.3. Bukalapak

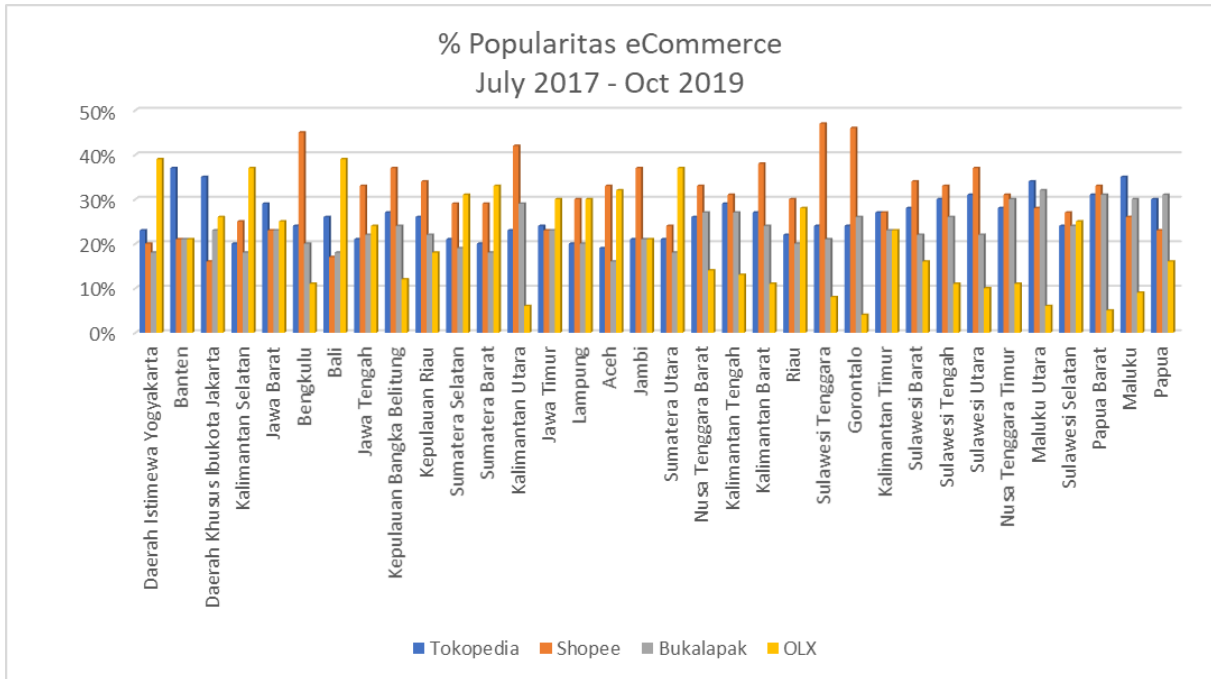
Bukalapak is one of the leading and best online store (online marketplace) in Indonesia (commonly known as the online store network) owned and operated by PT. Bukalapak. Like the online selling services website with Consumer to Consumer (C2C) business model, Bukalapak provides a consumer-to-consumer sales facility anywhere. Anyone can open an online store to then serve prospective buyers from all over Indonesia, either unit or in bulk. Individual or company users can buy and sell products, whether new or used, such as bicycles, mobile phones, baby equipment, gadgets, gadget accessories, computers, tablets, household appliances, clothing, electronics, and others.

3.4. OLX Indonesia

OLX Indonesia (formerly known as tokobagus.com) is a classified Ads website in Indonesia focused on where to buy and sell products and services online and free for sellers and buyers who use the services of OLX Indonesia. This OLX Indonesia is a place to find new or used quality goods such as electronics, automotive, sports, home, household appliances, miscellaneous services, job openings, and other products. Actually, there is also a similar site named Berniaga, which is also very famous and has a user as many as OLX. However, on 14 November 2014, OLX Indonesia announced that Berniaga would be merged with OLX Indonesia in 2015, and finally the merger process was completed in February 2015.



Graphic 3.1 Data statistic the popularity of 4 types eCommerce according to Google Trends



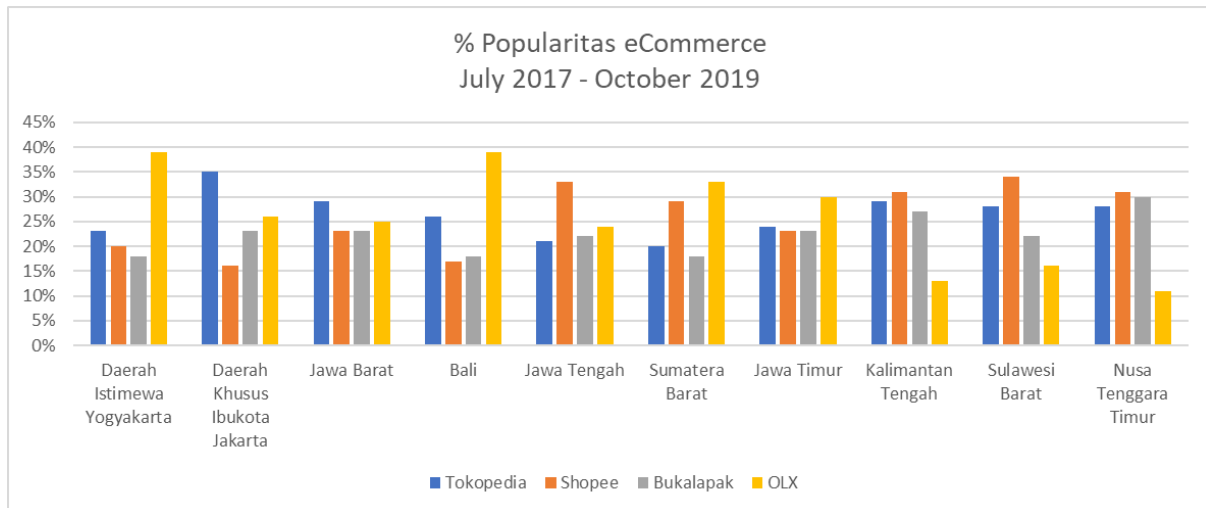
Graphic 3.2 Mapping percent popularity based on cities in Indonesia

4. RESULTS

Based on data history sales of cosmetic products, then select the 10 best regions to try online sales :

Table 4.1 Percentage of e-commerce popularity, 10 best regions

Wilayah	Tokopedia	Shopee	Bukalapak	OLX
Daerah Istimewa Yogyakarta	23%	20%	18%	39%
Daerah Khusus Ibukota Jakarta	35%	16%	23%	26%
Jawa Barat	29%	23%	23%	25%
Bali	26%	17%	18%	39%
Jawa Tengah	21%	33%	22%	24%
Sumatera Barat	20%	29%	18%	33%
Jawa Timur	24%	23%	23%	30%
Kalimantan Tengah	29%	31%	27%	13%
Sulawesi Barat	28%	34%	22%	16%
Nusa Tenggara Timur	28%	31%	30%	11%
Average	26%	26%	22%	26%



Graphic 4.1 Percentage of e-commerce popularity, 10 best regions

Data is tabed based on percentage of popularity per region in Indonesia:

Table 4.2 Percentage of e-commerce popularity per region in Indonesia

Wilayah	Tokopedia	Shopee	Bukalapak	OLX
Daerah Istimewa Yogyakarta	23%	20%	18%	39%
Banten	37%	21%	21%	21%
Daerah Khusus Ibukota Jakarta	35%	16%	23%	26%
Kalimantan Selatan	20%	25%	18%	37%
Jawa Barat	29%	23%	23%	25%
Bengkulu	24%	45%	20%	11%
Bali	26%	17%	18%	39%
Jawa Tengah	21%	33%	22%	24%
Kepulauan Bangka Belitung	27%	37%	24%	12%
Kepulauan Riau	26%	34%	22%	18%
Sumatera Selatan	21%	29%	19%	31%
Sumatera Barat	20%	29%	18%	33%
Kalimantan Utara	23%	42%	29%	6%
Jawa Timur	24%	23%	23%	30%
Lampung	20%	30%	20%	30%
Aceh	19%	33%	16%	32%
Jambi	21%	37%	21%	21%
Sumatera Utara	21%	24%	18%	37%
Nusa Tenggara Barat	26%	33%	27%	14%
Kalimantan Tengah	29%	31%	27%	13%
Kalimantan Barat	27%	38%	24%	11%
Riau	22%	30%	20%	28%
Sulawesi Tenggara	24%	47%	21%	8%
Gorontalo	24%	46%	26%	4%
Kalimantan Timur	27%	27%	23%	23%
Sulawesi Barat	28%	34%	22%	16%
Sulawesi Tengah	30%	33%	26%	11%
Sulawesi Utara	31%	37%	22%	10%
Nusa Tenggara Timur	28%	31%	30%	11%
Maluku Utara	34%	28%	32%	6%
Sulawesi Selatan	24%	27%	24%	25%
Papua Barat	31%	33%	31%	5%
Maluku	35%	26%	30%	9%
Papua	30%	23%	31%	16%
Average	26%	31%	23%	20%

5. CONCLUSION

- a. From the discussion above, to determine this online business will be used B2C (Business to Consumer) system, which directly sells to the general public (Consumer). And the next step by creating a catalog and various information that can be received by the customer through the website or online media.
- b. From a comparison of 4 types of eCommerce trends that exist seems the popularity of "Shopee" experienced positive trends that continue to increase until the end of 2019.
- c. And from 34 regions in Indonesia in the average, "Shopee" popularity is also better, that is 31%.
- d. So we can conclude that we will try cooperation with the eCommerce "Shopee" but in the limit for the 10 largest sales area in advance where the average percentage of popularity is still 26%.
- e. And further analysis is done regarding the price agreement and the scope of the existing business, where you can then consider whether some of your existing physical stores can begin to be replaced to save money.

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