



Use of E-Commerce in The World of Business

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ABSTRACT

The process of purchasing, offering for sale, or transferring goods, services, and information over computer networks is known as electronic commerce (e-commerce). E-commerce is a subset of e-business, which has a broader definition that includes business partners, customer support, and job openings in addition to commercial activities. A database or database (database), e-mail or electronic mail (e-mail), non-computer technology in the form of different delivery systems, and a method of payment for e-commerce are additional requirements for e-commerce in addition to networking technologies. Given that e-commerce is electronic, customers can access and place orders from many locations. Given the current state of modern technology, a client wishing to access online shopping need not physically be there, as there are numerous locations in Indonesia's major cities that offer Wi-Fi-enabled internet access via laptop, notebook, or Personal Digital Assistant (PDA). So, this is a crucial time for businesses to establish e-commerce services. E-commerce is still largely unused in Indonesia. Following some background information, the author talks about the benefits of e-commerce to his business goals.

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1. INTRODUCTION

Given the current state of modern technology, there are many locations in major cities in Indonesia that offer Wi-Fi-enabled internet access through your laptop, notebook, or personal digital assistant (PDA), so you want access to online shopping. The customer does not have to be physically present [1]. Therefore, this is a critical time for companies to set up e-commerce services. E-commerce is still largely unused in Indonesia. Following some background information, the author talks about the benefits

of e-commerce to his business goals. Internet marketing tends to cross national borders and other barriers without following set guidelines [2]. In contrast, traditional marketing involves the movement of goods through wholesalers, ports, distributors, guarantee agencies, importers, and financial institutions [3]. Internet marketing is not that complicated.

Traditional marketing, [4] Internet marketing is like direct marketing in that the consumer communicates directly with the seller even if the consumer is abroad. "Across the world he has 200 million internet users, 67 million of which are in the United States. Internet usage in Indonesia he doubles every 100 days." Business life, especially the use of the Internet in large corporations has increased dramatically [5]. Since the invention of Internet technology in the 1990s, it has been widely used due to its purported benefits essential to efficient business and corporate operations [6]. In this scenario, the study's subject authors are motivated and highlight the benefits of e-commerce in improving both customer service and firm competitiveness.

Given the reality described, effective use of e-commerce technology is one of the key factors supporting the success of any enterprise product [7]. Use online services in the form of electronic commerce to quickly accelerate your sales to benefit from the very rapid development of information technology [8]. The company's current approach to collecting sales from its customers is entirely handwritten and prone to misunderstandings. With the help of e-commerce services that can be quickly used by both the customer and the company, all customer requests for services can be processed as quickly as possible, so that the company can provide the best possible service to its customers.[9] We can provide it as soon as possible.[10] The highly competitive corporate sector should expect to reap significant benefits from the use of Internet technology [11].

Companies that can integrate information and technology into their operations will be able to compete in the industry [12]. Using electronic commerce (e-commerce) to advertise diverse types of goods and services in both physical and digital formats is one-way technology is used to improve business competition and product sales.[13] am the company's many stakeholders, including investors, customers, and governments, are all involved in deploying the technology [14]. As the Internet and Web technologies evolve, these technologies enhance sophisticated corporate communication and information sharing capabilities of enterprises, as well as share other vital resources.

The rationale in this case is the author's perspective used as the subject of this work, along with the advantages of e-commerce in improving customer service and increasing the competitiveness of firms [15]. Given the reality described, effective use of e-commerce technology is one of the key factors supporting the success of any enterprise product. With the rapid growth of information technology, e-commerce is an online service that can be used to accelerate and increase sales. Customers can access electronic commerce (e-commerce) services and place orders from a variety of locations [16] Customers who want to access e-commerce with today's latest technology don't have to be everywhere as there are many locations in Indonesian cities that offer convenience [17] Only laptops, notebooks, and personal digital assistants (PDAs) with WLAN capabilities can access the Internet. That is why it is currently in high demand and much needed by companies developing e-commerce services [18] E-commerce is still largely unused in Indonesia. The authors use the background information already available to consider how e-commerce can be used to their own benefit.

2. LITERATURE REVIEW

Electronic commerce, also known as e-commerce, is the exchange of goods, services, and information over computer networks [19]. E-commerce is a subset of e-business, and its scope is broader and includes not only commerce but also business partnerships,

customer care, recruitment, etc [20]. Electronic commerce extends beyond Internet network technology to include databases or technical data in databases (databases), electronic mail or electronic mail (email), and other non-technical forms of computers such as product delivery systems and payment instruments.[21] According to Rahmati (2009), e-commerce or electronic commerce refers to the use of marketing systems or electronic media [22]. All distributions, sales, purchases, marketing, and services of products conducted through electronic systems such as the Internet and other types of computer networks are part of e-commerce.

E-commerce is a combination of services and goods rather than services and items [23]. With the liberalization of domestic services and their increasing integration into global manufacturing activities, e-commerce and related internet-based activities can become engines for improving domestic economies. It also extends to, but is not limited to, the country's domestic surveillance, especially in the fields of telecommunications, services finance, shipping and sales [24]. Because e-commerce integrates domestic transactions with the retail industry. Electronic commerce is a term used to describe the buying and selling of goods, services, and information conducted electronically using computer networks. The Internet is one of the networks used. Electronic commerce (business conducted by electronic transmission), including electronic commerce [25].

A three-stage infrastructure value chain is integrated as part of an e-commerce implementation. 1st, 2nd, and 3rd place is the infrastructure for the flow of goods (distribution system), money (payment system), and information (information system). Enterprise system integration is necessary to create supply chain transparency.[26] It enables the integration of supply chain systems from suppliers through factories, warehouses, distribution, and transportation services to customers [27]. When creating an online store, you should pay special attention to three things. Variability, visibility, and speed in trading [28]. The following is the e-commerce process:

- A. Electronic display of goods and services (website development).
- B. Availability of invoices right away and immediate ordering.
- C. Automate customer accounts safely (both account numbers and credit card numbers).
- D. Direct payments (online) and transaction management.

Value of e-commerce transactions 2017-2020

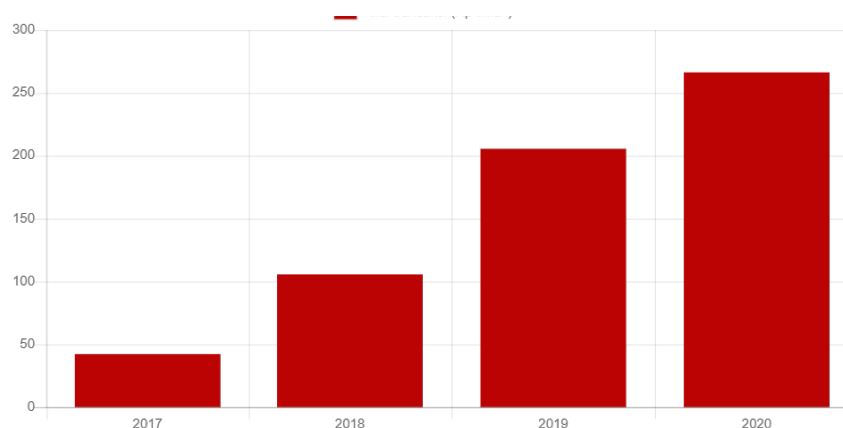


Figure 1. Value of e-commerce

3. METHOD

The types of transactions that can be conducted through an e-commerce website are very diverse [29] The payment methods used are not only quick but also effective using traditional techniques like in the past [30]. There are at least three different payment options, including:

1. Payment by cash on delivery (COD)

Especially in Indonesia, any e-commerce site accepts these payments. Cash on delivery is another name for instant payment. Buyers pay producers through third parties or distributors such as Lazada, Tokopedia. This makes the process relatively easy. Agents in this field, such as JNE, Express. In addition to a simple checkout process, the product has been delivered to the customer's home and can be verified, giving the buyer peace of mind that they have their initials on them. Inspection of goods received prior to completing the payment process.

2. Electronic Payment Instruments

In addition to the prevalence of electronic payments, some people complain that they are too busy or too lazy to do household chores or even the office. We conduct business using virtual currencies, such as Ovo, through commerce sites. The use of digital wallets is now spreading not only in Indonesia but throughout society. Current examples are Go Pay, OVO, Funds, etc.

3. Account-based Payments

In addition to cash on delivery and digital wallet functions, account settlement is also available. This type of payment is often made by some people who have ATMs (cash dispensers) in both traditional and alternative banks.

4. RESULTS AND DISCUSSION

Pros and cons of e-commerce in the business world Presence of a dependable management team, timely delivery, excellent service, structurally sound business organization, network infrastructure and security, reliable website design, and aspects such as:

1. Offer a reasonable pricing
2. Offer quick, helpful, and responsive purchasing services.
3. Provide thorough and understandable details about the products and services.
4. Offer several extras, like coupons, deals, and discounts.
5. Pay close attention to details like buying bids.
6. Establish a feeling of community for dialogue, customer feedback, etc.
7. Make trading activity easier.

The benefits experienced by the business, particularly for the benefit of the customers, demonstrate that e-commerce can offer benefits in addition to these:

- Obtain new clients. According to studies by Hoffman and Novak (2000), Swagman (1999), Hamill da Gregory (1997), and Hoffman and Swagman (2000), one of the advantages of using e-commerce in business is attracting new clients. E-

commerce enables businesses to gain new clients from both domestic and international markets.

- Bring in customers to keep afloat. E-banking prevents clients from migrating to other banks, according to studies by Daniel & Story in the banking sector from 1997. In addition, banks will also gain new clients from the remaining institutions with outdated technology.
- Raising the caliber of the service. E-commerce makes it feasible for businesses to deliver better services by personalizing interactions and providing information based on what customers desire. Studies that suggest using e-commerce can help to raise the caliber of this service were proposed by Gosh, 1998.
- Serving clients without regard to time. According to research by Daniel & Story from 1997, customers are not restricted by a company's closing or opening hours to transact business or use its services.

Ecommerce offers manufacturers a choice regarding the type of business to build and the size of the business. Manufacturers can choose to create target markets for the entire market or focus on specific market segments by implementing technical e-commerce intelligence. E-commerce allows small businesses to offer high quality, affordable products so they can compete with confidence. Since cost is not the main obstacle, the most important question is how a small business presents its offers on its website and generates income from online sales.

The World of Business's E-Commerce Process to ensure that the operation and administration of e-commerce activities operate smoothly, businesses require a few key components. As seen in the accompanying image, there are several key elements that are crucial to the corporate world's e-commerce process:

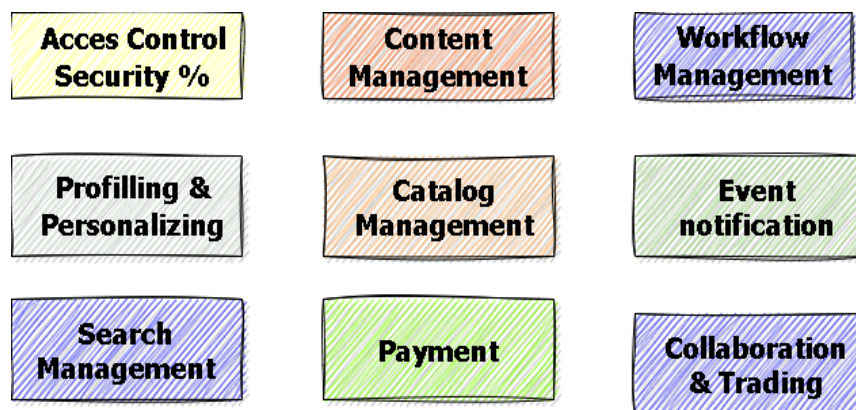


Figure 2. Process Categories of e-commerce

1. Access control and security, which includes having a password, encryption key, certification, or digital signature to provide users of e-commerce sites a sense of confidence and safe access. Then there is authorization to only access certain areas, ensuring that only users who have registered may access the information and apps already in place. To safeguard e-commerce site resources from numerous risks like hackers, stealing passwords or credit card details, or preventing system failures, access control and security must be implemented.

2. Personalization and the creation of profiles, the process of building profiles and personalizing content utilizing profiling methods such as user feedback, cookie files, website behavior monitoring software, and registration. This profile is used to recognize us as unique users, deliver tailored content, offer products, and display online advertising. This process of creating a profile is intended to help with account administration, payments, data collection for customer relationship management, marketing strategy, and website maintenance.

3. Search management, internet search engines must be a part of e-commerce software for it to help clients identify certain goods and services they want to check out or buy.

4. Content and catalog management. Since the majority of e-commerce content takes the form of multimedia catalogs including product information, developing and managing catalogs is the primary component of content management. The profiling tools described before operating with the content management system. E-commerce businesses may create, produce, transmit, update, and store text data and multimedia material on e-commerce websites with the use of content management software. The product configuration processes that facilitate web-based self-service and bulk product customization may then be added to the content and catalog management.

5. Workflow administration, Employees can collaborate online to complete tasks utilizing a workflow software engine with the aid of e-business workflow solutions. The proper transactions, decisions, and work activities are carried out, and the right data and documents are communicated to staff members, clients, suppliers, and other stakeholders by means of this system.

6. Notification of activity, the e-commerce system is used to monitor all e-commerce operations and record all pertinent actions, including abrupt changes or when there are issues, therefore the event notification procedure is crucial to the system's operation. Customers, suppliers, and workers as well as other stakeholders will be informed by this system of all transaction actions pertaining to their status via electronic communications such email, newsgroups, pagers, or faxes.

7. Trade and collaboration, E-commerce's goal is to support the trade agreements and services that customers, suppliers, and other stakeholders need. E-commerce systems, like e-business, put a lot of effort into establishing online communities of enthusiasts to enhance customer service and foster loyalty.

8. The electronic payment system, Payment is a genuine and significant step in online transactions. Currently, the majority of e-commerce platforms utilized by online and B2C enterprises accept payments using credit cards.



Figure 2. Some Key Favior for Succes in E-Commerce

Impacts of e-commerce in Business: Positive and Negative

Positive impact:

- There may be more promising new revenue streams that are not available in conventional transaction systems.
- Can expand exposure to markets (market share).
- lowering operating expenses (operating costs).
- Extend the range (global reach).
- Boost a customer's loyalty.
- Manage suppliers better.
- speed up the production process.
- Strengthen the value chain (income chain).

Negative impact:

- Direct monetary loss brought on by deception. A fraudster will either replace all of the current financial information or move money from one account to another.
- The lookout for important, private data. Emerging disturbances have the potential to reveal all private information to unreliable parties and cause significant losses for the victim.
- Business potential lost as a result of service disruption. This problem includes non-technical failures like an unexpected power loss.
- Unauthorized individuals using resources they have access to. Consider a scenario in which a single hacker program (hacker) gained access to a financial system and then transferred money from several other people's accounts to his own account.

5. CONCLUSION

The highly competitive corporate sector can expect to benefit greatly from the use of Internet technology. Companies that can integrate technology into their operations will be able to compete in the industry. Using electronic commerce (e-commerce) to advertise diverse types of goods and services in both physical and digital formats is one-way technology is used to improve business competition and product sales. am. Customers can access electronic commerce (e-commerce) services and place orders from a variety of locations. Modern savvy consumers who want to take advantage of e-commerce do not

have to be anywhere as it is already available in major Indonesian cities thanks to the presence of modernity. In many places, Internet access is only available through laptops, notebooks, or personal digital assistants (PDAs) that use wireless LAN technology.

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