

Application of Web-based for E-business

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Abstract. E-commerce is one of the technologies that should be applied in a company. The objective of this study is to identify e-commerce growth in improving competitive advantage in business processes. The method used was descriptive method for presenting a complete one picture of the social setting or intended for exploration and clarification of a phenomenon or social reality, by describing number of variables relating to the problem and the unit under study between the phenomena being tested. The results of this study were to increase the competitive advantage of the company. This study was conducted by discussing the payment transaction system, sales, and orders made by businesses using e-commerce technology. If all things are well-conducted, it can increase the competitive advantage of the company.

1. Introduction

Entrepreneurship or entrepreneur is a person who is creative and innovative to establish, build, develop, advance and become a superior company [1]. It is widely known that this era of technology has 200 million internet users worldwide. 67 million of which are in the United States, and in Indonesia itself, the internet users are doubled every 100 days [2]. Fast internet growth has created opportunities for business whether it is online or offline business [3]. According to the previous study, the internet users in Indonesia are 70% in their 20s, 25% in their 30-42s, and the rest is beyond those age. While the main business players are in their 45s and above [4].

According to previous research, the e-business strategy is how to change the old business design, which is based on physical reality into new designs rooted in digital needs in the future [5]. The changes include process of buying, selling, and exchanging products, services and information using a computer network, especially using the internet. E-business as a broader e-commerce function and not only seen from the sale and purchase of products/services, but also serves consumers and collaborates with other business partners and manages electronic transactions in an organization. E-commerce refers to a narrower scope which is only the sale and purchase of products, services, and information between business partners through computer networks. While e-business refers to a broader scope, which includes customer service, collaboration of business partners, and internal electronic transactions within an organization. [6]. E-business is the process of exchanging goods, services and payments through electronic transactions which are usually carried out through electronic data

exchange. [6] E-business organizations are no longer a single entity, but it has become an extension of networks spread across the world, business units that focus on markets, and share support services. Evolution in e-organizations occurs in seven main dimensions, namely: (1) organizational structure; (2) leadership; (3) employees and organizational culture; (4) coherence; (5) knowledge; (6) alliance; (7) government. [8]. The internet is redefining the model for EC that supports a complete seller-to-buyer relationship. This model includes promoting and communicating company and product information to a global basis, accepting orders and payments for goods and online services, providing online software and product information, providing continuous customer support, and engaging in online collections for new product development [9]. The driving force behind world economic growth has changed from manufacturing volume to increasing consumer value. As a result, the key success factor for many companies is to maximize consumer value [10].

The objective of this study is to identify the growth of e-commerce and e-business in increasing competitive advantage in business processes. The method used was descriptive method which was intended for exploration and clarification of a phenomenon or social reality, by describing a number of variables related to the problem.

2. Method

This study used descriptive method to detect a number of variables relating to the problem and the unit under study between the phenomena tested, namely e-business, and using previous study related to of e-business and online marketing. So that it can analyze how much influence e-business technology in the business online, especially Reclays Store.

3. Results and Discussion

To draw users to explore web pages in the online world, sellers can create an attractive and creative site or social account. For example, for online businesses that offer clothing products, products on site have a variety of clothing choices including clothes, pants, jackets and hats. the method of payment used with cash payments and not cash. For example, the purchase of a cash payments ordering a payment item using an ATM transfer transaction buyer of the direct transaction can directly come to the store.

Customers can view the store catalog on the site that is already available. Reservations can be made at any time, anywhere and regardless of buyer desire, who can access through browsing the internet on sundry electronic devices. Here the customer testimonials on Reclay's online shop site (the items provided are very complete and rare) (Figure 1).

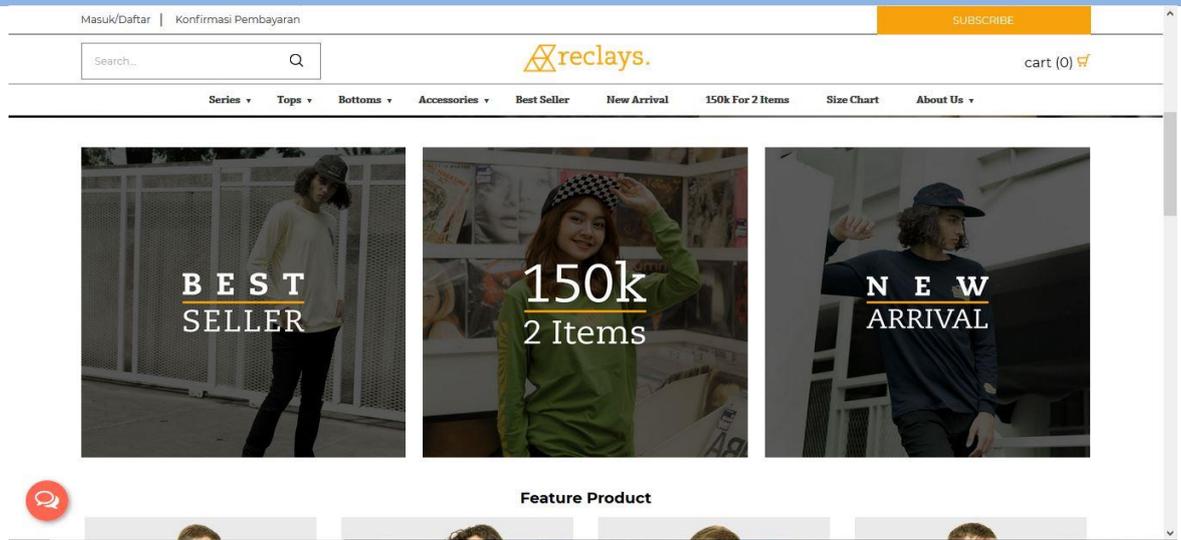


Figure 1. Main menu

In the product view, users can choose the type or choose items to look for. Existing products Reclays are local products made by the nation's children, the product displayed is the price and item details. This view also shows how the item was used by very interesting models (Figure 2).

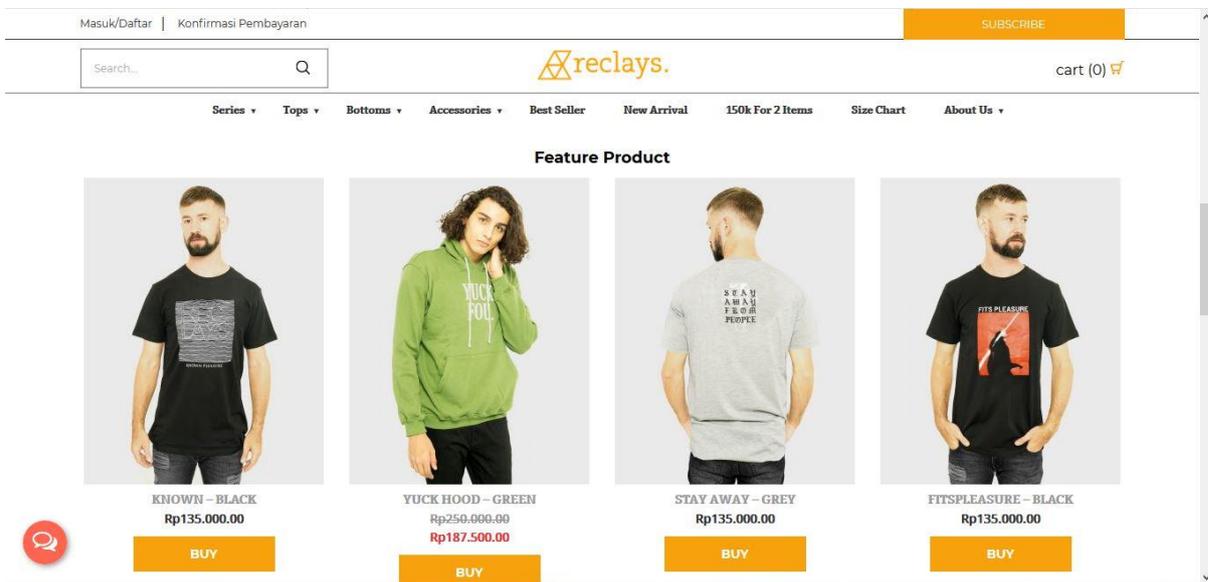


Figure 2. Product

In the promotion display, the buyer can see what items are getting a discount. There are a number of discount combinations, that is, if buying clothes with pants will get a few discounted prices, another example if you buy shoes on a certain day, you will get a discount too. But the top discount at this reclays store is to buy two shirts at the price of one shirt. (Figure 3).

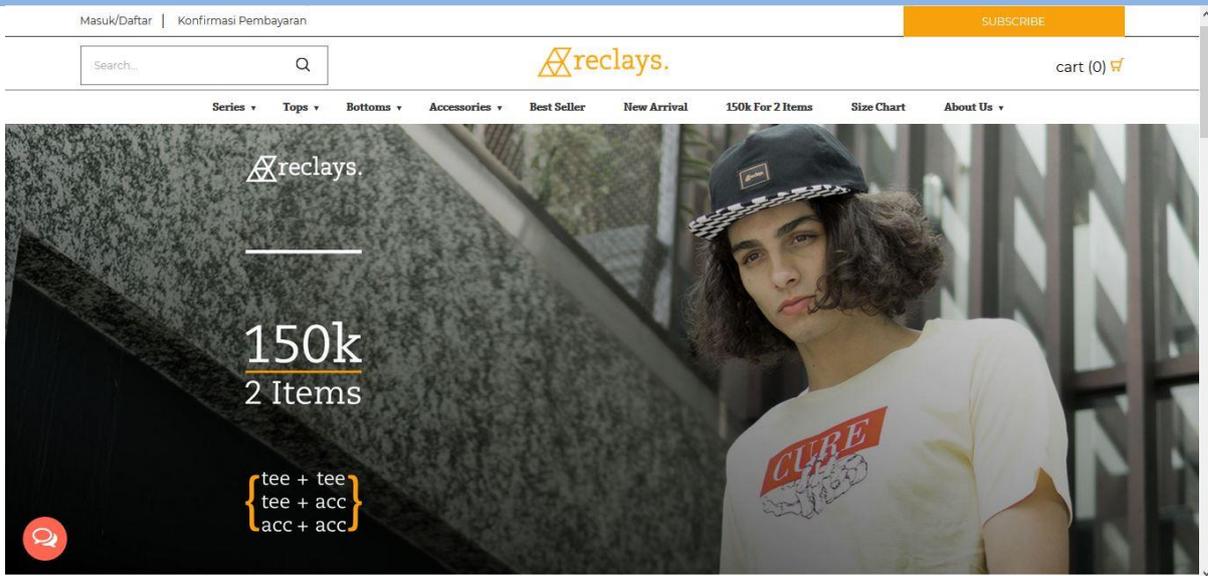


Figure 3. Promotion

In this page, users can see which items are the most frequently purchased products by other consumers. the product displayed is listed between the price and product describe. This view also lists the best sellers to attract more buyers and then make decision (Figure 4).

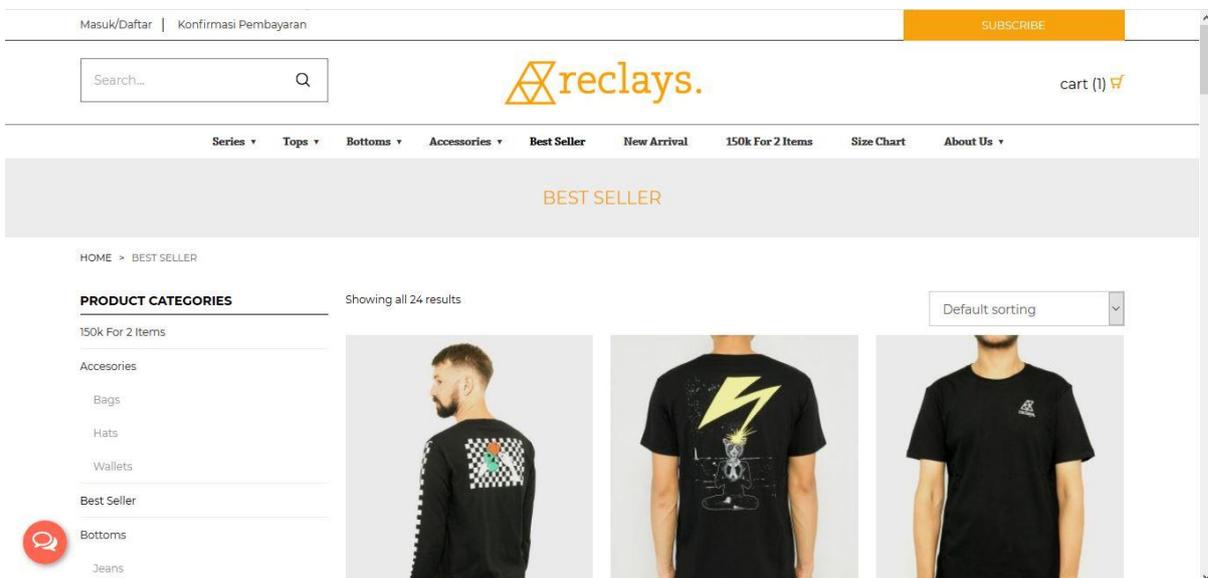


Figure 4. Best Seller

After the user sees the available item, the user chooses an attractive product that will be used as a transaction. In this page, there is describe about items such as brands, prices and sizes of clothing and there are product record items to inform the buyer about the type of product or product specifications so that the buyer knows the item to be purchased (Figures 5 and 6).



Figure 5. Product Detail

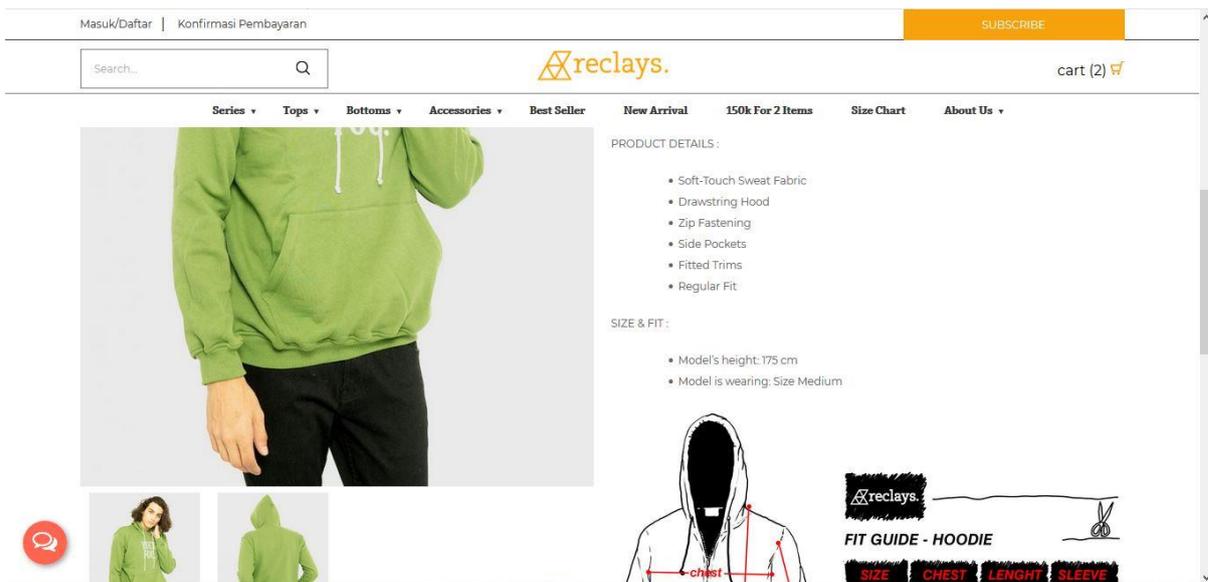


Figure 6. Product Detail

In this view, we can see what products have been added to the list of items to be purchased. With the details available namely product, price and total. We can also add voucher codes for discount prices that apply to all purchases of goods. After all in accordance with the wishes of the user, it will proceed to the process stage (Figure 7).

PRODUCT	PRICE	QUANTITY	TOTAL
 YUCK HOOD - GREEN SIZE: XL	Rp187.500.00	1	Rp187.500.00
UNIQUE NUMBERS			Rp75.00
TOTAL			Rp187.575.00

Figure 7. Payment Form.

Forms in the page data filling process can check the items to be ordered and then the buyer fills in the correct address for shipping the item, after the buyer chooses the available shipping method. Next, select the method of payment via transfer to the bank that has been provided, after all data is fully confirmed, the order is complete. Sales will be processed after the seller receives payment from the buyer. (Figures 8 and 9).

PRODUCT	TOTAL
 YUCK HOOD - GREEN x 1 SIZE: XL	Rp187.500.00
SUBTOTAL	Rp187.500.00
CHOOSE SHIPPING METHOD	
Please fill in all shipping detail's field to display shipping cost	
UNIQUE NUMBERS	Rp75.00
TOTAL	Rp187.575.00

Figure 8. Purchase Form

Figure 9. Purchase Form

After all transactions are completed, the buyer is just waiting for the order to be sent to the address listed on the order form. The money that has been paid cannot reply and will come at times if the payment is in accordance with the agreement. reliable shipping process.

4. Conclusion

Times change helps people especially in business and makes it easier for people to transact without having to go to the store. They only need to access the website through smartphone and do the transaction. With e-business, the benefits are not only felt by buyers but also by sellers themselves. Consumers have the convenience of transacting in online purchases because consumers can consider other people's reviews about the quality of the shop's service.

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