



Web Design for Improving Consumer Number

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Article Info

Article History:

Received: June 19, 2020

Revised: July 12, 2020

Published: August 1, 2020

e-ISSN: 2623-2324

p-ISSN: 2654-2528

DOI: 10.5281/zenodo.3983666

Abstract:

This study aims to increase consumer satisfaction in shopping activities by utilizing technological advancements as a market interface design. The research method used a qualitative descriptive method. The results of this study found out how big the impact of the interface design where the market in Indonesia can attract consumers. The market is currently growing very rapidly. Market growth is increasing throughout the world including Indonesia. Market interface design is the spearhead of competition between one market and another. The more attractive market interface design is expected to increase consumer satisfaction in shopping activities.

Keywords: Consumer satisfaction, Website design, Sales activity

INTRODUCTION

Indonesia is one of the countries that has been impacted by the drastic advances in internet technology. With the development of internet technology, there is a technology called Digital Marketing. Digital media technology is not a new development because 25 years ago, digital media technology began to exist since the emergence of the World Wide Web that was sparked by Sir Tim Berners (Attaran et al., 2018). The media technology are developing rapidly in various lines. Marketing technology and methods also developed in entrepreneurship to benefit from the development of this technology. The marketplace is one form of current technological development (Attaran et al., 2018). It is a site where a party called a seller provides sales information services to site users or consumers by buying and selling transactions processed by third parties or the marketplace itself (Khan et al., 2016).

A marketplace looks more attractive with a good visual language. Graphic design is a visual language that can convey information or messages effectively to recipients of information (Hussain et al., 2018). With the existence of visual language, it is expected that the delivery and presentation of information will be more efficient and effective to consumers so that an increase in the number of consumers in a marketplace will be achieved. Bukalapak is one of the large marketplaces in Indonesia. Bukalapak is a website that contains buying and

selling services for various things, ranging from daily necessities, fashion, and other payments. The security of transactions on the Bukalapak website is also a form of quality service provided by Bukalapak.

Previous research came with the results of the superiority of visual communication design in presenting a new image for the promotion of awareness of the importance of a display in an advertisement that is highly realized (Hussain et al., 2018). Previous research discusses trust as a moderator and how the development of e-marketplaces is very large each year Chang et al., 2018; Masudin et al., 2018). It contradicts with the previous study that discusses how to predict online e-marketplace sales performance (Li et al., 2016). This research aims to find out the impact of web interface design on increasing the number of consumers in Bukalapak Market Place. This research used a quantitative method by collecting the information data from respondents, which then converted using predetermined criteria.

RESEARCH METHOD

This study used a quantitative method. Quantitative methods are also referred to as hypothesis-testing research. The characteristic of this method is the following general pattern of operations research in investigating, for example, the effects of treatments or interventions. Characteristically, the research begins with mentioning a theory statement from previous research, which hypothesis is successful (Almalki, 2016). Quantitative methods are research methods that are based on objective measurement. In a measurement, all phenomena are described in terms of variables and indicators (Suparsa et al., 2017).

The scope and location of the study were carried out within the Universitas Komputer Indonesia student environment. The limitation of the problem in this research is how the influence of web interface design on the Bukalapak marketplace in attracting buyers. The population in this study were students from Universitas Komputer Indonesia consisting of 100 respondents. The population is all objects and target subjects in a study, the subject can be people (Almalki, 2016). The sample used in this study was 100 students at Universitas Komputer Indonesia. The sample is part of the population that must be presentative or have the same characteristics as the population.

The data collection techniques in this study used to interview and questionnaire techniques. The interview technique is a question and answers between researchers and speakers to get proof of the information that has been obtained previously. The questionnaire technique is a technique of gathering information or data by asking several questions and statements in writing (Suparsa et al., 2017). With these two data collection techniques, real information obtained from the source if the variables used are carried out correctly. The data that has been obtained from sources analyzed using hypothesis testing. The analysis in this study used linear regression with the number of variables one.

RESULTS AND DISCUSSION

A. Hypothesis Testing (regression analysis)

This test is carried out to find out whether the appearance of the Bukalapak website influences the desire of consumers to be involved in the markets built by Bukalapak (Almalki, 2016). This hypothesis test used regression analysis. The following is a regression analysis of the variables specified (see Table 1).

Table I. ANOVA^a.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.445	1	3.445	5.900	.017 ^b
	Residual	56.636	97	.584		
	Total	60.081	98			

a. Dependent Variable: minat_beli

b. Predictor: (Constant), design interface_web

Hypothesis:

H₀ = There is no influence on the web interface design to increase the number of consumers in the Bukalapak marketplace.

H₁ = There is an influence on web interface design to increase the number of consumers in the Bukalapak Marketplace.

The hypothesis in testing is done using a method that compares numbers at a significant level (sig) of research with a significance of 0.05. The provisions of the significant number in this study are as follows: If the research significance number <0.05 then H₀ is rejected and H₁ is accepted; If the significance of the study is > 0.05 then H₀ is accepted and H₁ is rejected. From the calculation results obtained, the significance rate was 0.017. so H₀ is rejected and H₁ is accepted because 0.017 is smaller than 0.05. The result is known that the web interface design in the Bukalapak marketplace does not affect increasing the number of consumers.

B. Linear Regression Analysis

Linear regression analysis is an analysis with only one variable effect. Simple Regression Analysis is an approach method for modeling the relationship between one dependent variable and one independent variable (Suparsa et al., 2017). In a simple regression analysis, the relationship between variables is linear, where changes in the X variable will be followed by changes in the Y variables permanently (Khotimah, 2017) (see Table 2).

Table II. Coefficients

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3.213	.402		7.993	.000
	tampilan_web	.238	.098	.239	2.429	.017

a. Dependent Variable: minat_beli

Referring to the regression equation on the SPSS table output results, the regression equation is known as follows $Y = 3.213 + 0.238X$ which means:

Y = Consumer growth

X = marketplace interface design

In the sig column, it can be seen the number of values with the number 0.017, which means the probability above 0.05 identifies that H1 is accepted or web interface design variables affect the increase in the number of consumers.

Referring to the results of the data collection using interview and questionnaire techniques, the results obtained that respondents gave a good assessment of the questions and statements of the researcher in the interview and questionnaire relating to the influence of the Bukalapak marketplace interface design on increasing the number of consumers (Hamali et al., 2016). The result is that web interface design affects the increasing number of consumers in the Bukalapak marketplace.

The results obtained from the calculation of quantitative methods based on linear regression equations in SPSS are: $Y = 3,213 + 0,238X$ this value shows that web interface design affects the increase in the number of consumers by 23.8%, which draws conclusions that the web marketplace interface design Bukalapak has an effect on increasing the number of consumers (Hamali et al., 2016).

Sourced from the analysis conducted and information obtained, interface design of the Bukalapak marketplace is very interesting, the delivery of information in a visual language is very good and its use is user friendly. Moreover, Bukalapak also provides online payment services such as BPJS, game vouchers, Zakat, PLN electricity, and various other things that make consumers able to make various payments on one website. This makes Bukalapak so functional in its use. The following is the display of the web interface design in Bukalapak Market (See Figure 1).

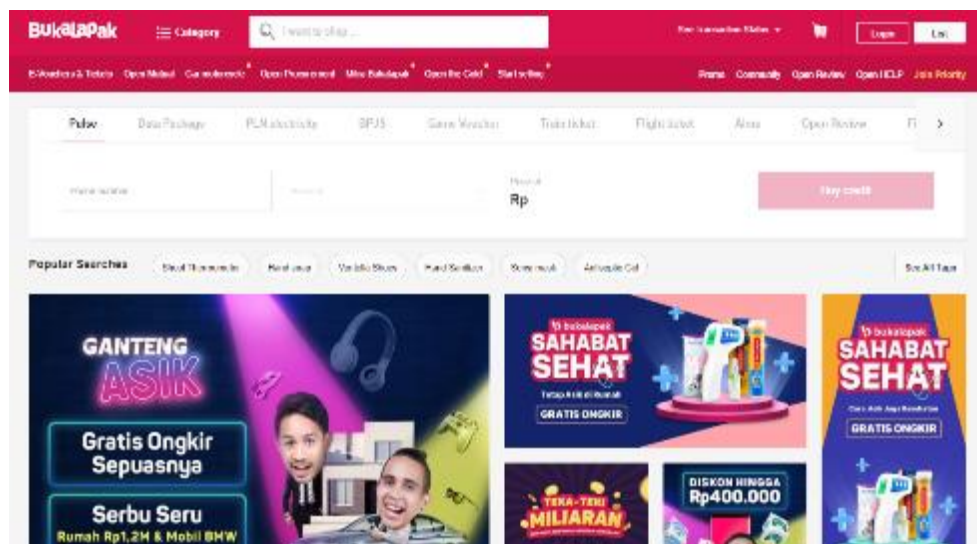


Figure 1. Display of Bukalapak Home Marketplace

Bukalapak also understands the interests and market strategies so that the increase in the number of consumers will always be maintained. Carrying out attractive promos is one way of Bukalapak in increasing the number of consumers. Promotions made by the Bukalapak are inseparable from the interactive display design and attractive visual delivery so that consumers can easily understand what is conveyed in every promo made by Bukalapak. The following is the form of a promo display design used by Bukalapak (See Figures 2 and 3).



Figure 2. Display of Bukalapak Marketplace Promos

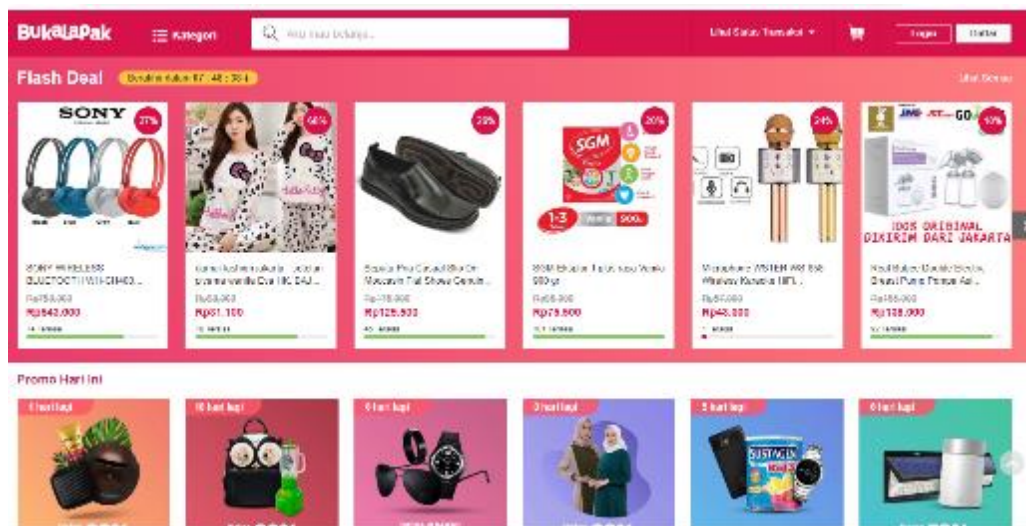


Figure 3. Display of Bukalapak Marketplace Promos

CONCLUSION

Based on the results of research conducted, with a sample of 100 students from Universitas Komputer Indonesia, obtained that the Bukalapak marketplace interface design results in an increase in the number of consumers. The results of this study are shown from the results of data collection from 100 respondents with interview and questionnaire techniques.

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