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# ENTREPRENEURSHIP & MANAGING BUSINESS IN THE GLOBAL ECONOMY

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## THE EFFECTIVENESS E-COMMERCE TOWARDS SATISFACTION BETWEEN SELLER AND BUYER IN SOCIAL NETWORK

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### Abstract

The use of information technology is developing very rapidly; the internet technology is one of them. One of the utilization from online media is the online shopping service or it is better known, online shop. Online shop has various forms, from online shop that already has its own website, online shop through Facebook, online shop through group Blackberry messenger and online shop based on other media. On the other hand, along the proliferation of online business shop there is various acts of fraud committed by irresponsible people. This study aims to resolve these existing problems by looking at the effectiveness of the online shop on the level of customer satisfaction and also for the sellers who do shop online. This research is using survey method and the samples are career woman aged 25 to 35 years old at university of Bina Darma in Palembang City, South Sumatera, and Indonesia.

Keywords: e-commerce, online shop, effectiveness, satisfaction

### INTRODUCTION

The use of technology is growing very rapidly, is indicated by the use of Internet technology by the general public. Internet is already very familiar to use every day, the internet community can find a variety of information about what it takes at anytime and anywhere. Of development that the use of the internet is also used by some people or institutions to conduct their business over the Internet, One is the online business shop / better known online stores / e-commerce. E-commerce is mostly done through blogs, websites, and social media like facebook, twitter, and blackberry message.

Some products are often found in online stores among other fashion products, electronic goods, motor vehicles, furniture, etc., process e-commerce transactions very easily lead to business is very attractive to many people. This is because customers do not bother to come to the store but only deal through existing social media and just choose the item is approved, then transfer the amount of money that has been agreed upon, then the customer just waiting for things to come, from the seller of e-commerce through social media was chosen as the site for free, better customer service, building trust and loyalty of consumers, changing marketing costs to social media, social media optimization itself, optimize marketing social networking to the next stage.

In addition, from the convenience offered by online businesses are fraud that accompanies the business carried out by the individuals are not responsible. it has a huge impact to customers. The impact of this fraud will affect the level of trust of other customers making it difficult to build trust back against this business to the community, but it is also the impact of fraud is also very influential on the level of customer satisfaction with e-commerce, therefore e-commerce in this case must have evidence that can be trusted by the public.



## MATERIALS AND METHOD

### E-commerce

By Mariza Arlina and Robert Marpaung e-commerce or better known as e-commerce can be defined as a way to shop or trade online or direct selling utilizing the Internet where there are facilities. Websites that can provide "get and deliver".

According to David Baum, "e-commerce is a dynamic set of technologies, applications, and business processes that link enterprise, consumers, and communities through electronic transactions and the electronic exchange of goods, services, and information". E-Commerce is a set of dynamic technologies, applications, and business processes that connect businesses, consumers, and certain communities through electronic transactions and trade in goods, services, and information that will be conducted electronically

According to Roger Clarke in "Electronic Commerce Definitions" states that e-commerce is "The conduct of commerce in goods and services, with the assistance of Telecommunications and Telecommunications-based tools "(e-commerce is the procedure for trade in goods and services using telecommunications media and telecommunications as a tool)

Profits derived by using e-commerce transactions are as follows:

1. Increase revenue by using online channels that cost less
2. Reduce costs associated with paper such as postage, mail, printing, reporting and so on
3. Reduce delays by using electronic transfers / payments on time and can be directly checked
4. Speed up service to customers and service more responsive

These advantages provide tremendous value to the level of financial stability and allow it to compete better in the business world, which is increasingly leading to the use of information technology.

### Social Media

Social media is a medium to socialize with each other and do online that allow people to interact without being limited by space and time. Social media restrictions deleting people to socialize, space and time constraints, a possible human social media to communicate with each other wherever and whenever they are calm, no matter how far apart they are, and tidak matter day or night. Social media has a huge impact on our lives today. A person who came from a "small" can instantly be great with social media, and vice versa the "great" in the second could be a "small" with social media.

### Benefits of social media

Social media has multiple benefits among others: the media marketing, trade, looking for connections, extending friendships, etc.. But if we are exploited by social media either directly or indirectly, there are also disadvantages that will be like an addiction, it's hard to

get along in the real world, autism, etc.. One of social media's most popular among internet users are social networking sites like Facebook, twitter, myspace, pluk and Google+. Social network is now one of the social media development is very rapid, due to access facebook or twitter people no longer have to use a PC or laptop, simply by using a mobile phone to access the social networking anywhere, anytime.

### Customer Satisfaction

Philip Kotler (2000) in Principles of Marketing 7e say that customer satisfaction is the outcome felt by buyers who experienced a company's performing in accordance with expectations. Customers are satisfied when their expectations are met, and feel very happy that their expectations are exceeded. Satisfied customers tend to remain loyal longer, buy more, less sensitive to price changes and the conversation profitable company.

Tool to trace / measure customer satisfaction ranged from the primitive to the sophisticated, using the method:

1. System of complaints and suggestions  
The media used to be a suggestion box placed at strategic places, Card Comments, special toll-free phone line, website, etc..
2. Customer satisfaction survey  
Interviews with a survey, which will be seen and heard for myself how the responses and feedback directly from the customers and also give a positive signal that the company is paying attention to them.
3. Stealth shopper (Ghost Shopping)  
A person who is given the task manager itself down or act as potential customers and report important findings both to its own employees as well as customers.
4. Analysis of customer loss (Lost Customer Analysis).  
By calling back customers who switched to the company's other products.

According to Parasuraman, Zeithaml and Berry quoted from the book Service, Quality, and Satisfaction: 133 dimensions to assess customer satisfaction, namely:

1. Reliability, related to the company's ability to provide accurate services since the first time without making any errors and deliver services according the agreed time
2. Responsiveness, with regard to the willingness and ability of the employees to the customers and respond to petrify their request, and will be informed at any time and then deliver services rapidly.
3. Assurances (Insurance), the behavior of which can grow customer confidence in the company. And the company can create a sense of security for its customers. Guarantee means for employees to always be polite and master the knowledge and skills required to deal with any questions or concerns customers.
4. Empathy, means that companies understand the problems of their customers and act on behalf of the customer, and provide personalized attention to its customers and has convenient hours of operation.
5. Tangibles (direct evidence), Regarding the appeal of physical facilities, equipment, materials used by the company and employee performance

### Method

Research design that will be used in this research is descriptive design is explorative in order to describe the condition or status of the phenomenon. This research will explore how customer satisfaction with online shopping media through social media at the University of Bina Darma

The population in this study are employees of the University of Bina Darma the respondents were women between the ages of 25 to 35 years as much as ... people. The sampling method in this study is a non-probability method with purposive random sampling. Purposive random sampling method is used to define a sample of studies in which researchers determine the respondent based on the assumption that the information can provide exact data, complete, and accurate. Random sampling techniques used in a way that all the samples set members have equal opportunities and are not bound by anything to be included in the study sample. In this study the samples used as 29 people.

The instruments used to collect data in this study using a questionnaire form Linkert scale, where the variables to be measured are converted into an indicator variable that can be measured. In this research instruments all question items consisting of five alternative answers as follows:

- a) A value of 1 for the unsatisfactory level
- b) A value of 2 for the rate of unsatisfactory
- c) A value of 3 for a satisfactory level
- d) A value of 4 for a satisfactory level
- e) A value of 5 for a very satisfactory

## RESULT AND DISCUSSION

### Characteristics of the respondents

From the research results obtained by 29 respondents which consists of 12 employees and 17 lecturers who average 25-35 years old. Last Education respondents consisted of 2 respondents latest education Diploma, 10 respondents Strata one, and 17 post-graduate.

### Customer Satisfaction Dimension

From the results of the questionnaire respondents obtained an average value based on the dimensions of customer satisfaction, which is an average for reliability in the service (reliability) has a value of 3.6. Responsiveness and care (responsiveness) of 3.71. Certainty (Assurance) at 3.46. Understand customer needs (empathy) of 4.1 and physical condition (tangibles) of 3.72. The table below indicate it's value.

Table 1. Average value based on the dimensions of consumer satisfaction ratings

Dimension	Average value
Reliability	3.6
Responsiveness	3.71
Assurance	3.46
Empathy	4.103
Tangibles	3.724



Yield average values over dimensions of consumer satisfaction can be clearly seen by looking at the comparison chart below

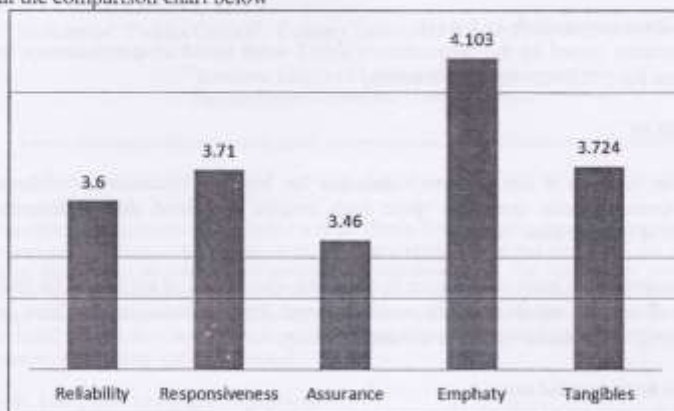


Figure 1. Graphic average value based on the dimensions of consumer satisfaction ratings

**Social media interest**

Types of social media, the most in request by the customer based on the results of questionnaires that were some 29 people chose facebook, twitter 0 Blackberry messenger 17 people and as many as 5 people from google. To more clearly seen in the graph below.

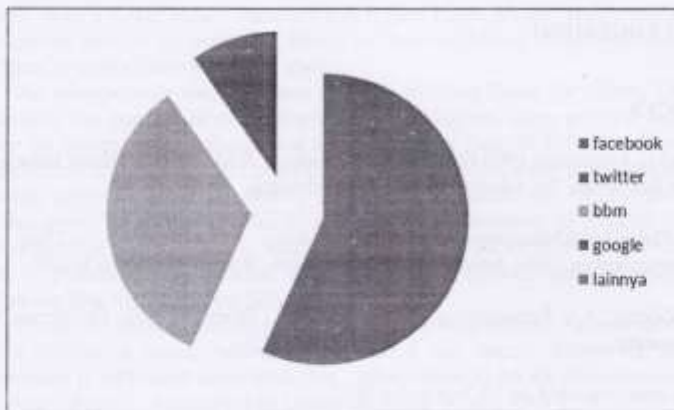


Figure 2. graph social media that has been chosen

**Products of interest**

Based on the results of the questionnaire respondents to the most popular product is a kind of fashion products selected by 29 respondents.

**Frequency of social media users in 1 week**

The average frequency of social media users in 1 week is 1 to 3 times

**Amount of transaction costs in 1 week**

Large transactions issued by the respondent within 1 week based on questionnaire is started from less than Rp 500,000, - to Rp 1,000,000, -

**CONCLUSION**

Based on the research it can be concluded that the level of consumer confidence in e-commerce through social media is quite high despite the fraud that accompanied the development of e-commerce today.

Users or customers has been very clever in choosing which type of social media that is safe and reliable. For users which still new to e-commerce through social media, here are some tips in choosing a safe social media to transact securely.

The things to keep in mind are:

1. Buy products in place reliable. Because many online stores that commit fraud
2. Check testimonials and reviews buyer in the fields. If the good review and testimony continue the transaction. If not do not make a purchase
3. Use the joint account. Be careful about credit cards, what more is new or store we just bought the place.
4. Check how to pay. Note the name, account number, and the bank, in case of Bank is trustworthy or not.

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