Analysis of People's Interests in Using E-Commerce Service from Tokopedia and Bukalapak based on the Quality of the Service, Design, and the Popularity of the Websites

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Abstract

The aims of this research were to identify: 1) the display of the websites design of Tokopedia and Bukalapak, 2) the popularity of the Tokopedia and Bukalapak websites, 3) people's interest in using the service from Tokopedia and Bukalapak based on the design and the popularity of the websites. The results of the research were the analysis of the service, design, and the popularity of the websites which drawn into a conclusion that excellent service is a must in the field of e-commerce websites to increase the satisfaction of the customers. Security assurance, the ease of doing transaction, fast response, and complete information must comprise the e-commerce websites. E-commerce websites must present attractive display of the websites, easy navigation system, updated content, and complete specification of the products. Website systems that are always being updated, promoting by social media, increasing back link, and updated content would increase index value of the e-commerce website, therefore it would be easier to find. The updated content indicated that the websites were professional and could facilitate the visitors to know the new information about the products, service, and information provided in the e-commerce websites.

Keywords: e-commerce, people's interest, service quality, website design, website popularity.

1. Introduction

The development of the technology facilitates the people in doing transaction of stuff or services. The development of technology was accompanied by the development of e-commerce business among entrepreneurs and customers in Indonesia. The people in Indonesia have the ease of internet access provided by internet providers such as Telkom, Indosat, Telkomsel, XL, Three, etc. The ease of internet access was utilized by the people to do online transaction because it provides many advantages for the buyers, for instance: 1) the buyers do not have to visit the store to see the stuff or services, 2) the buyers could compare the prices of the stuff or services from one to another provider, 3) avoiding the chance of getting into accident because the buyers do not have to leave their houses, 4) the transaction is easier because everything could be done online, 5) 24 hours services, 6) the buyers could identify the information about the stuff or services that they are going to use. For the sellers, the advantages of running the business through the internet are: 1) they do not need to spend money for advertising because the people could access the

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products from the internet, 2) they do not need to have offline stores, the important thing is that the products are provided, 3) wide-range of market, both inside and outside the country.

The disadvantages of doing online transaction for the buyers are: 1) it needs time for the stuff to arrive at the buyer's house, 2) the risk of scam if the buyers are not careful in using e-commerce service, 3) high-speed and stable internet connection is required for the transaction, 4) the stuff or services are usually do not as good as the display in the internet, 5) the paying system is more difficult by online. The disadvantages for the e-commerce providers or the sellers in doing online business are: 1) they have to use advertising service such as Google adsense or Google adwords so that they are highly competitive, 2) they should have programmers who are able to ensure the security of the e-commerce websites, 3) they should be ready for 24 hours services, 4) they must provide excellent service.

E-commerce is an innovation of technology and communication in the field of economy (Nanehkaran, 2013). E-commerce business started in the early 1970 in which the business was only an electronic trading transaction to send business document and order a product. The development of World Wide Web led the researchers in the field of technology to initiate online business. At the time when e-commerce was established in United States and in some European countries, its expansion brought great impact to most of American, European, and East Asian countries.

In Indonesia, there are several popular e-commerce, for instance, Tokopedia, Bukalapak, Jakartanotebook, Bhinneka, and many more. E-commerce which has reached international market is E-Bay, Amazon, Lazada, Zalora, etc. E-commerce sites developed greatly supported by the existence of social media such as Facebook, Twitter, Instagram, Blog, etc. Tokopedia is an e-commerce business consisted of various liable online stores in all over Indonesia (www.tokopedia.com). Bukalapak is a leading marketplace in Indonesia which provides a means for selling and buying from consumers to consumers. Anybody could establish an online store in Bukalapak and serve the buyers for transaction in small or huge amount (www.bukalapak.com).

From the explanation above, the research problems were formulated as follows: 1) how was the design of the website of Tokopedia and Bukalapak? 2) howwas the popularity of Tokopedia and Bukalapak? 3) was there any relationship between people's interest and the design and the popularity of the website in using the service from Tokopedia and Bukalapak?

The aims of the research were to identify: 1) the design of the website of Tokopedia and Bukalapak, 2) the popularity of the website of Tokopedia and Bukalapak, 3) the interest of the people to use the service from Tokopedia and Bukalapak based on the design and the popularity of the website.

The significance of this research are: 1) the interest of the people in using e-commerce service from Tokopedia and Bukalapak could be identified, 2) the readers are able to obtain information about the design and the popularity of the e-commerce website, Tokopedia and Bukalapak, 3) the result of the research could be utilized as a reference for future researchers, 4) the difference of the service from Tokopedia and Bukalapak could be identified.

2. Discussion
Review of Related Literature
Interest is a desire of a human towards particular objects. Psychologically, human would put their attention and improve their activities towards a desired object. Somebody's interest appears since there is a thing that he wants, like stuff or services. If somebody has high interest towards something, he would make an effort to obtain it. Each of his doings would lead to that desired thing. Another theory stated that interest is a private thing related to attitude, activities, and acts to fulfill the desire (Simamora, 2002). Interest is a form of behavior towards the desired thing and the person would make an effort to obtain it by paying attention to some aspects, such as product, service, or particular brand. The interest to buy something is obtained by the process of learning and thought which shape somebody's perception towards a desire. Some factors which encourage somebody's interest to buy something were the habit of shopping, high desire to buy something, and the brand of the stuff or services. Moreover, the interest to buy something is also influenced by the factors of culture, social, group, psychology, politics, and so forth. Therefore, the interest of buying could be defined as somebody's desire of something as a result of learning process and thinking with acts and activities to obtain the desired thing.

The people in a society are a community. In this case, community is a unity which is formed due to the desire of living together in a social environment. Based on the Law Number 30 year of 2015 in the Section 1 Verse 15 about the administration of the government, the people in a society is a person or law institution which is related to particular decision and/or acts. Different theory explained that the people in a society is a group of people that live together and stay in a country or certain area, and they share something to one another (Doda, 2005). They are a group of people that have existence in life, they express social concern, and the values of their group were based on ethics, culture, politics, knowledge, and religion (World Bank, 2010). Therefore, it could be concluded that people in a society is a group of people that live in particular area or country to share with each other in a social life.

E-commerce is a business for online transaction which has spread in Indonesia. Any transaction through e-commerce is carried out by online system, starting from choosing the stuff or the service, making order, payment, and the delivery. According to (Suyanto, 2003) the definition of e-commerce could be categorized into: 1) in terms of communicative aspect, e-commerce is the delivery of the stuff, service, information, or payment through computer network or another electronic device, 2) in terms of business process, e-commerce is an application which is originated from the development of the technology, leads to the automaticity or business transaction and work flow, 3) in terms of service, e-commerce is a means which is utilized to fulfill the needs of the company, consumers, and the management to decrease the service cost and increase the quality of the stuff and the time duration of the delivery, 4) in terms of online platform, e-commerce provides the service of selling and buying stuff and service globally through the internet (Gao, 2016). E-commerce is also defined as a tool for data exchange electronically by using World Wide Web and another computer network (Bhalekar et al., 2014). From the explanation of the experts above, it could be concluded that e-commerce is a means of online selling and buying activities starting from choosing the products, buying, selling, delivering, and making a payment.

Research Method

The research method of this research was quantitative research method. Quantitative research constructs the reality and try to understand the meaning (Somantri, 2005). Quantitative research was selected because there was a limitation on research activities, the incompleteness of the data, and the lack of variables which were going to be observed (Yin, 2011). Quantitative research is originated from the depth, nuance, context, multi dimension, and complexity. The result of quantitative research could be obtained from valid result by comparing the result and drawing a conclusion (Kumar, 2011). The theories in this research were the combination of theories which were utilized in the widely use of technology: "Unified Theory of Acceptance and Use of Technology" (Venkantesh et al., 2016). The analysis of people's interest was determined by the quality of the service, the design, and the popularity of the website.

Findings and Discussions

Findings

The Quality of Service from Tokopedia and Bukalapak

In terms of service, Tokopedia and Bukalapak offered good service, by considering the quality of the service which was determined by the information given by the service provider, transaction system, and help desk. Tokopedia and Bukalapak had complete information of service providers, safe transaction system, and the help desk that could be used by the customers if they met any difficulties in using the service. Both of them had good service in terms of information provided to the customers, the transaction system, and the help desk.

The Quality of the Website Design of Tokopedia and Bukalapak

In terms of the visual, Tokopedia and Bukalapak presented a good-looking display, appropriate color combination, and user friendly. The products which were displayed in the webpage of Tokopedia and Bukalapak were in the form of grid. Grid is a structure of website display which consists of horizontal lines or combination of horizontal and vertical lines which connected to each other by forming an interface. The use of grid display could help the customers

to understand, easy to navigate, easy to read the content, and easy to follow the flow of information provided in the website.

The Popularity of the Website

An analysis by using seoquakepluginon December 9th, 2015 demonstrated that Tokopedia possessed 7.70M Google index, 714kbing index, Alexa rank 303, 217 thousands Facebook likes, and 10 thousands Google plus. While Bukalapak possessed 20.7M Google index, 312k bing index, Alexa rank 387, 299 thousands Facebook likes, and 10 thousands Google plus. Plugin analysis showed that both websites had high popularity and were really competitive. Facebook likes of both e-commerce websites were tight and showed that there were many users who liked the service of Tokopedia and Bukalapak. From Alexa rank, Tokopedia was more excellent than Bukalapak. The data of W&S Market Research on the Popular Brand Index Results (PBI) showed that the PBI value of Tokopedia was 18.3 and Bukalapak was 7.4 in the year of 2015. In the year of 2016, the PBI value of Tokopedia was 16.7 and Bukalapak was 10.6. It described the fact that Tokopedia was more popular than Bukalapak.

The Analysis of People's Interest

From the result of the analysis on the service, design, and the popularity of the website, it could be summarized that excellent service is a must for e-commerce websites to improve the satisfaction of the users. The guarantee of safety, the ease in transaction, fast response, and complete information must exist in the website so that the people would be convinced and satisfied in using the service from e-commerce. Attractive display of the website, easy navigation system, updated content, and complete specification of the products are a must for the e-commerce websites. If the websites fulfill those criteria, it is sure that there would be many visitors to use the service from the websites. Updated website system, social media promotion, backlink expansion, and updated content would increase the index values of the e-commerce websites. The higher the index, the easier the websites could be found so that it would attract the users to visit the websites. The updated content indicated that the websites were professional and could help the visitors to obtain new information related to the product, service, and information which were provided in the e-commerce websites.

Analysis of the Service Quality of Tokopedia and Bukalapak

The analysis of the service was determined by the information provided by the service provider, transaction system, and help desk. In the website of Tokopedia, there were several service menus: 1) Tokopedia (about us, career, blog, media kit, sellers stories, book train tickets, our activities, troopers partner), 2) Buy (shop in Tokopedia, how to shop, payment, refund, hot list, electric cellular voucher), 3) Sell (sell something in Tokopedia, how to sell, gold merchant, advertise, cash withdraw, seller center), 4) Help (terms and conditions, privacy policy, resolution center, contact us), 5) Safety. Another service provided to the users was transparency, security, and free Escrow facilities. Service menu of Tokopedia can be seen in Figure 1.
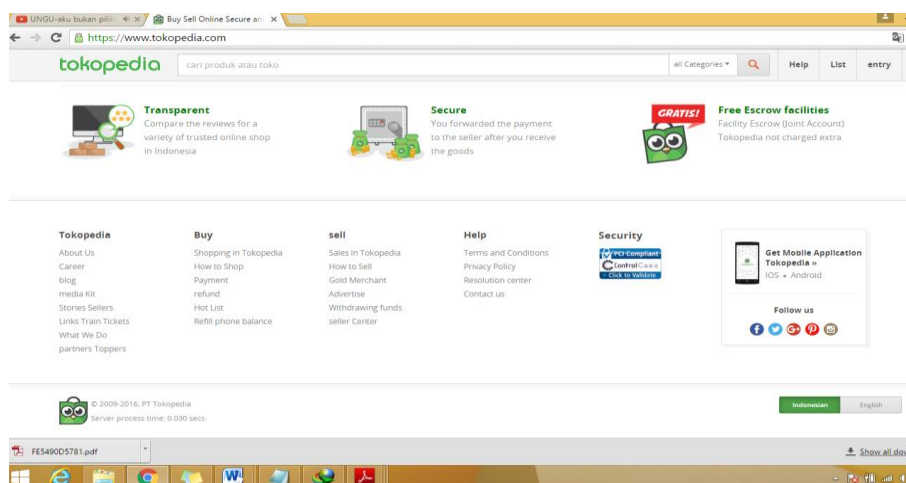

Fig. 1. Service Menu & Service of www.tokopedia.com

In Tokopedia, the transaction services for the users were transparency, security, and free Escrow facilities. The data of sellers, transaction, delivery, and another transaction was carried out transparently. The security of the transaction was a priority from Tokopedia by using shared Escrow account since the payment would be forwarded to the seller if the buyer received the product.

In Bukalapak, there were services menu on help, Bukalapak guides, and security guide. The other menus were: 1) Bukalapak (about Bukalapak, usage guide, privacy policy, news and announcement, career in Bukalapak, vulnerability reports), 2) Buyers (how to shop, payment, security guarantee, tips to shop, buy trending products, current products), 3) Sellers (how to sell, selling profits, success stories, tips to sell, sale features guide, brand index, sellers directory. Service menus which were provided by Bukalapak were the most essential part to facilitate the transaction, even the transaction by the first timer user. There were facilities of ask a help, Bukalapak guides, and security guides which could be used by the users, both the sellers and the buyers if they needed any help. Bukalapak's payment system encouraged various online payments to facilitate the transaction were one of the superiorities of Bukalapak. Service menu of Bukalapak can be seen in Fig. 2.
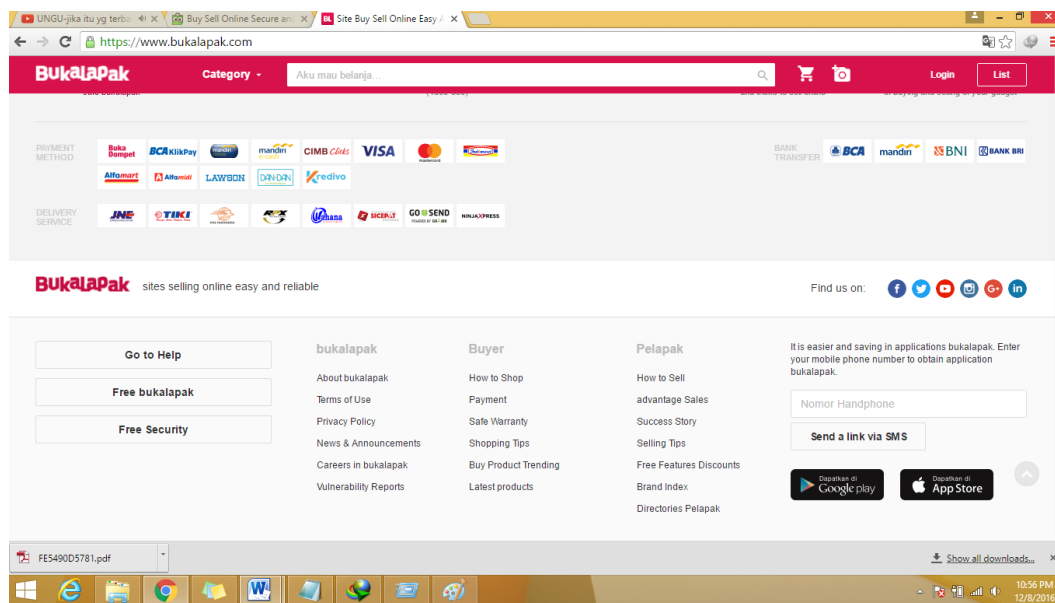

Fig. 2. Service Menu of www.bukalapak.com

Another service provided by Bukalapak was 100 % security guarantee, the ease of payment, responsive customer support, various delivery services, advantages for sellers, and the ease of mobile access. All of the offered services were very helpful for the people who would use the service from Bukalapak and it could affect people's interest to use the service. The service from Bukalapak can be seen in Figure 3.
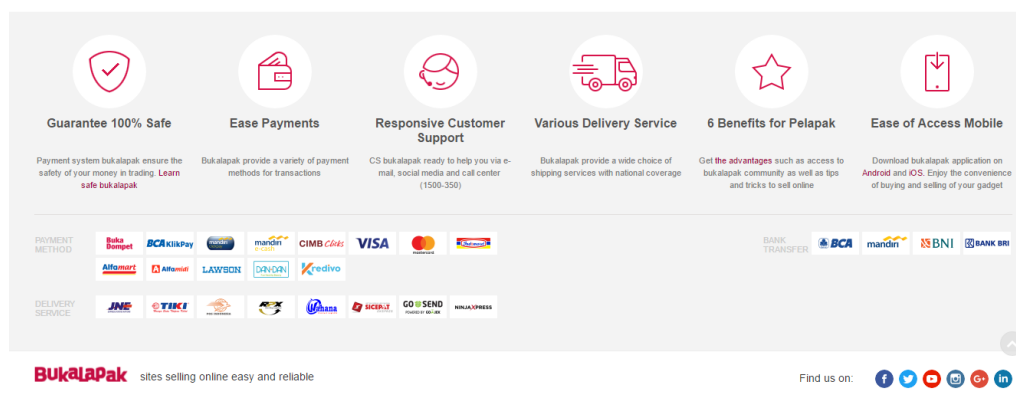

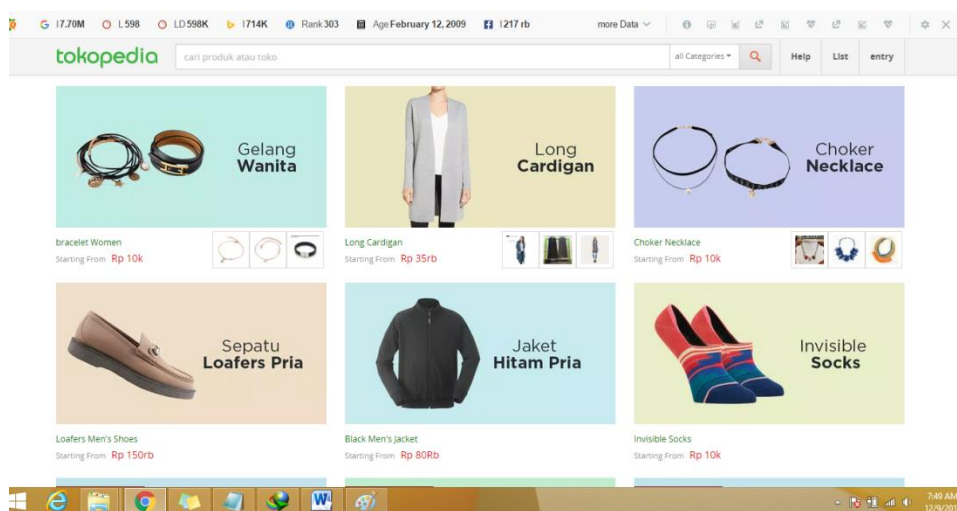**Fig. 3.** The Service from www.bukalapak.com

According to the analysis of the service quality which was determined by the information given by the service providers, transaction system, and help desk, it could be concluded that Tokopedia as the service providers offered complete information for the users, transaction system by using shared account for secure transaction, and complete help desk. The service provided by Tokopedia highly helps the users, both sellers and buyers to do the transaction. Bukalapak as the service provider offered highly complete information, transaction system which supported various ways of online payment to facilitate the payment, and complete help desk equipped with frequently asked questions to help the users who had questions.
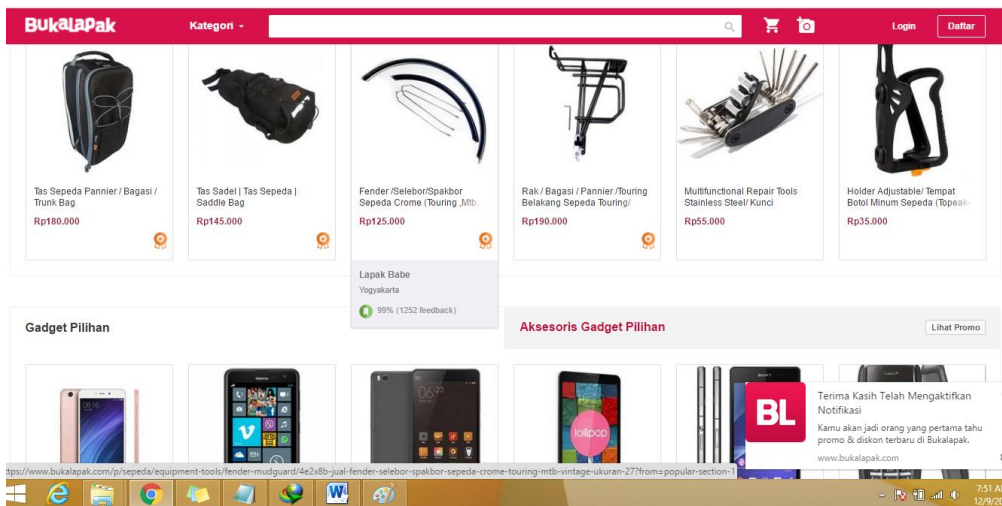
A good e-commerce service could affect the interest of the users. In line with the statement that the good service was the most common thing in the world of online business, it was true since the good service would increase customer's satisfaction. Good service could be measured by five indicators: tangible, reliability, responsiveness, assurance, and empathy (DeLone, McLean, 2004). Another research stated that people's interest to buy something started from their trust to the products (51.1 %) and to the brand (37.5 %) (Seng, Wei, 2015).

Website Design of Tokopedia and Bukalapak

Website design of Tokopedia presented white background with green combination, while Bukalapak used white and magenta. In terms of visual, Tokopedia and Bukalapakhad a good-looking display and showed appropriate color combination. The stuff displayed in the webpage of Tokopedia and Bukalapak were in the form of grid. Grid is a structure of website display which consists of horizontal lines or combination of horizontal and vertical lines which connected to each other by forming an interface. The use of grid display could help the customers to understand, easy to navigate, easy to read the content, and easy to follow the flow of information provided in the website (see Figure 4 and 5).

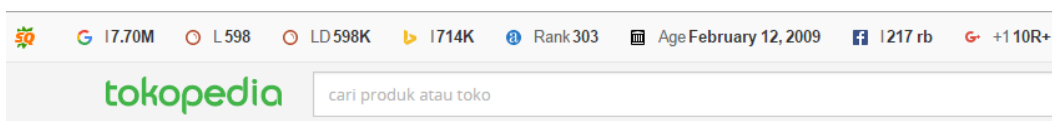**Fig. 4.** Grid Display www.tokopedia.com
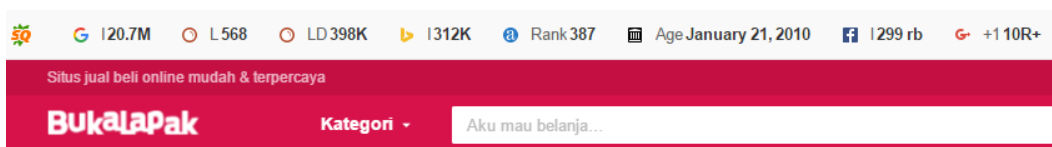
Fig. 5. Grid Display www.bukalapak.com

According to the figures above, Tokopedia and Bukalapak displayed attractive web design and user friendly. In line with the statement on "Context-general and context-specific determinants of online satisfaction and loyalty for commerce and content sites" that the quality of the website which provided content that could be easily accessed by the users would affect the satisfaction and loyalty in using e-commerce service. Another research showed that the website design possessed important influence, such as website element, time accuracy, the delivery of the information, relevance, price, product specification, and fast response service could determine the interest in using e-commerce service.

The Popularity of the Websites
The popularity of the website indicated the numbers of the users who liked the websites. The popularity was determined by the numbers of the likes in social media, Alexa rank, and the numbers of index by search engine. Like button in social media such as Facebook showed that the more likes to the website, it is sure that the website has high popularity. Alexa rank indicated the rank and the popularity of the website. The lower the Alexa rank demonstrated that the website is better and easy to find. The number of index by search engine such as Yahoo, Bing, and Google showed that the website is easy to find and has many visitors. The higher the index indicated the numbers of the visitors and the updated content. The analysis of website popularity using seoquake plugin to measure the popularity of Tokopedia and Bukalapak. The result of seoquake plugin could be seen in the Fig. 6 and 7.

Fig. 6. The Use of Seoquake Plugin for Tokopedia on December 9th, 2016

Fig. 7. The Use of SeoquakePlugin for Bukalapak on December 9th, 2016

The figures above indicated that Tokopedia possessed 7.70M Google index, 714k bing index, Alexa rank 303, 217 thousands Facebook likes, and 10 thousands Google plus. While Bukalapak possessed 20.7M Google index, 312k bing index, Alexa rank 387, 299 thousands Facebook likes,

and 10 thousands Google plus. Plugin analysis above showed that both websites had high popularity and were really competitive. Facebook likes of both e-commerce websites were tight and showed that there were many users who liked the service of Tokopedia and Bukalapak. From Alexa rank, Tokopedia was more excellent than Bukalapak. This was in line with the data of PBI 2015 taken from W&S Market Research which showed that Tokopedia was more popular than Bukalapak. The data was presented in the Table 1.

Table 1. Popular Brand Index Results (PBI)

Rank of Popular	E-commerce	PBI	IR
1	Lazada	37.4	
2	Tokopedia	18.3	
3	OLX	7.8	
4	Bukalapak	7.4	
5	Zalora	5.9	
6	Elevenia	5.4	
7	Blibli	3.9	
8	Rakuten	2.5	57.1%
9	Qoo10	1.7	
10	FJB Kaskus	1.2	
11	Groupon Disdus	0.6	
12	Berrybenka	0.5	
13	Bhinneka	0.5	
14	Matahari Mall	0.5	
15	PinkEmma	0.3	

Source: W&S Market Research

Table 1 above indicated the popularity of the e-commerce in which Tokopedia ranked second place, while Bukalapak was on the fourth place. Until August 2016, Tokopedia still ranked higher than Bukalapak. It was shown in the Table 2.

Table 2. The Data from August 2016

Brand	Top_of_Mind	Expansive	Ever_Used	Purchased
Lazada	33.7	25.1	74.8	24.5
Tokopedia	16.7	24.5	69.6	21.3
Bukalapak	10.6	16.4	62.7	13.3
OLX	10.5	10.8	55.6	12
Elevenia	5.3	6.5	47.8	7.1

Source: W&S Market Research

3. Conclusions and Suggestions

Conclusions

People's interest in using e-commerce service from Tokopedia and Bukalapak was determined by the quality of the service, design, and the popularity of the website. Tokopedia and Bukalapak offered complete information of service providers, secure transaction system, and the help desk which could be used by the users if they met any difficulties in using the service. Both of them offered good service in terms of information provided to the users, transaction system, and help desk.

In terms of the visual, Tokopedia and Bukalapak presented a good-looking display, appropriate color combination, and user friendly. The products which were displayed in the webpage of Tokopedia and Bukalapak were in the form of grid. Grid is a structure of website display which consists of horizontal lines or combination of horizontal and vertical lines which connected to each other by forming an interface. The use of grid display could help the customers

to understand, easy to navigate, easy to read the content, and easy to follow the flow of information provided in the website.

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Suggestions

For the next researches on the people's interest in using the service from Tokopedia and Bukalapak, it is expected that the data which was collected should be quantitative data with sample so that the result would be optimum. The research with the same method should identify the structure of the website and the content to improve the result of the research.

For the users who use the service from Tokopedia and Bukalapak for the first time, they should thoroughly read the transaction guides before they make a payment so that they could enjoy the service.

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