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Analysis of Utilizing Website in Designing Online Store Site

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Abstract. This paper involves exploring the analysis of how we design the online store website of available features in WIX.COM. The method used in this paper was descriptive method that was used to discover the characteristics of a phenomena. This method was started from collecting, analysing, and interpreting the data. The result of this study is the easier access for the consumers or even general users to get an adequate information about offered products. The other is about easy facilitations given to consumers in ordering online products. This built website application is also succeed in displaying information's such as Home, Products, News and suggestions for the website user.

1. Introduction

Technology and information at this time is no doubt growing rapidly. Information technology can provide benefits in some areas of work. It demands every human being to keep up with technology. Working by using information technology to be more effective and efficient in all processes, one website. Website has an important role in the process to produce information to be submitted. With the rapid development of technology, everyone wants the information can be presented quickly and accurately and easily known without seeing how big a business and how any type of business that exists. One of them by using it E-Business for transaction activities, buying and selling, business is done automatically through electronic activities. In designing business activities need a support component, especially for the development of electronic-based business or E-Business, the website and the main factor of success level of website-based business that is online consumer. The role that consumer perceptions of online convenience, merchandising (product offerings and product information), and site design, and financial security play in e-satisfaction assessments. They find that convenience, site design, and financial security are the dominant factors in consumer assessments of e-satisfaction. The authors discuss the implications of these findings and offer directions for future research [1]. Mary and Mary explained that quality is related to customer satisfaction, retention and loyalty in both product and services settings.

Thus, quality is expected to be a determinant of online retailer success as well. Based on online and offline focus groups, a sorting task, and an online survey of a customer panel, the authors establish the dimensions of the detail experience, and develop a reliable and valid scale for the measurement of detail quality. The analysis suggests that four factors—website design, fulfillment/reliability, privacy/security and customer service—are strongly predictive of customer judgments of quality and satisfaction, customer loyalty and attitudes toward the website [2]. Besides that, Carlos et al. performed a study to determine the influence that perceived usability has on the user's loyalty to websites that they visit. The results of the empirical analysis confirmed that the trust of the user increases when the user perceived



that the system was usable and that there was a consequent increase in the degree of website loyalty. In the same way, greater usability was found to have a positive influence on user satisfaction, and this also generated greater website loyalty. Finally, it was found that user trust was partially dependent on the degree of consumer website satisfaction [3]. And the results show that the influences of the determinants of online trust are different across site categories and consumers [4].

According to France et al. While the growth of business-to-consumer electronic commerce seems phenomenal in recent years, several studies suggest that a large number of individuals using the Internet have serious privacy concerns, and that winning public trust is the primary hurdle to continued growth in e-commerce. This research investigated the relative importance, when purchasing goods and services over the Web, of four common trust indices (i.e. (1) third party privacy seals, (2) privacy statements, (3) third party security seals, and (4) security features). The results indicate consumers valued security features significantly more than the three other trust indices. We also investigated the relationship between these trust indices and the consumer's perceptions of a marketer's trustworthiness. The findings indicate that consumers' ratings of trustworthiness of Web merchants did not parallel experts' evaluation of sites' use of the trust indices. This study also examined the extent to which consumers are willing to provide private information to electronic and land merchants. The results revealed that when making the decision to provide private information, consumers rely on their perceptions of trustworthiness irrespective of whether the merchant is electronic only or land and electronic. Finally, we investigated the relative importance of three types of Web attributes: security, privacy and pleasure features (convenience, ease of use, cosmetics). Privacy and security features were of lesser importance than pleasure features when considering consumers' intention to purchase. A discussion of the implications of these results and an agenda for future research are provided [5].

Then the view of the use of the website as a medium in the online shop was put forward by Khaled and Milena, Electronic commerce typically lacks human warmth and sociability, since it is more impersonal, anonymous and automated than traditional face-to-face commerce. This paper explores how human warmth and sociability can be integrated through the web interface to positively impact consumer attitudes towards online shopping. An empirical study was undertaken to investigate the impact of various levels of socially rich text and picture design elements on the perception of online social presence and its subsequent effect on antecedents of attitudes towards websites. Higher levels of perceived social presence are shown to positively impact the perceived usefulness, trust and enjoyment of shopping websites, leading to more favourable consumer attitudes. Implications of these findings for practitioners and future research are outlined [6].

Despite rapidly increasing numbers of diverse online shoppers, the relationship of Web site design to trust, satisfaction, and loyalty has not previously been modelled across cultures. In the current investigation, three components of Web site design (information design, navigation design, and visual design) are considered for their impact on trust and satisfaction. In turn, relationships of trust and satisfaction to online loyalty are evaluated. Utilizing data collected from 571 participants in Canada, Germany, and China, various relationships in the research model are tested using partial least squares analysis for each country separately. In addition, the overall model is tested for all countries combined as a control and verification of earlier research findings, although this time with a mixed country sample. All paths in the overall model are confirmed. Differences are determined for separate country samples concerning whether navigation design, visual design, and information design result in trust, satisfaction, and ultimately loyalty-suggesting design characteristics should be a central consideration in Web site design across cultures [7]. Further, this perceived quality of the online store's Web site would be directly related to users' trust in the store and, ultimately, to users' intentions to purchase from the store [8].

Web site success is a first-order construct. Moreover, Web site success is significantly associated with Web site download delay (speed of access and display rate within the Web site), navigation (organization, arrangement, layout, and sequencing), content (amount and variety of product information), interactivity (customization and interactivity), and responsiveness (feedback options and FAQs) [9]. and website design elements that generate positive managerial outcomes [10]. From various reference sources that already exist, there are still shortcomings regarding the Analysis of Utilizing

Website in Designing Online Store Site. Based on this study, this involves exploring the analysis of how we design the online store website of available features in WIX.COM. The method used in this paper was descriptive method that was used to discover the characteristics of a phenomena. This method was started from collecting, analysing, and interpreting the data.

2. Methods

The research method used was descriptive method, which is used to search for elements, characteristics, the characteristics of a phenomenon, a profitable business tool based on analysis or case studies of Wix.com website How Wix.com website can be profitable for candidate or entrepreneur who will create a website for the goods to be sold to the buyer.

3. Results and Discussion

Wix.com is a cloud-based web development platform that lets users create HTML5 web sites by dragging and pasting. Users can add features such as social media links, electronic commerce, contact forms, email marketing, and community forums to their sites using a variety of Wix apps and third-party apps. Wix is built with premium business model. Revenue comes from premium services. Users must purchase a premium package in order to link their site to a private address, remove Wix ads, add electronic commerce features, increase storage and data access capacity, and more.

Wix.com is also a website creation site devoted to people who have not created a website before. On wix.com users just drag and drop design that has been provided by the site wix.com. Users can also without making a hosting first, just by registering as a user wix.com. Then the user has got the hosting as desired.

Today, many business owners not only create simple websites to promote their business online. Businesspeople want a fully functional, engaging and creative site that impacts service until customer visits on a particular website. This provides the basis for the selection of WIX. Some of the featured features include Wix filters, tutorials, creators and creators of websites, templates, designs, for kids and businesses. In making this website at Wix.com has advantages that are free, no need to coding to create a website, many features available options, using HTML 5 technology, mobile device friendly, the existence of SEO (search engine optimization) and many available plugins (app).

Based on the description of the Wix.com, it can be displayed in some parts of the website, including:

a. Main Page

In this page, there are various menus like Features, Explore, Subscriptions, Templates, Support, Language to use and menu to start and login (Figure 1).



Figure 1. Main Page.

b. Sign up Serving as a registration to be able to use the website we are required to have an account in advance by entering the data themselves, then follow the next steps (Figure 2).

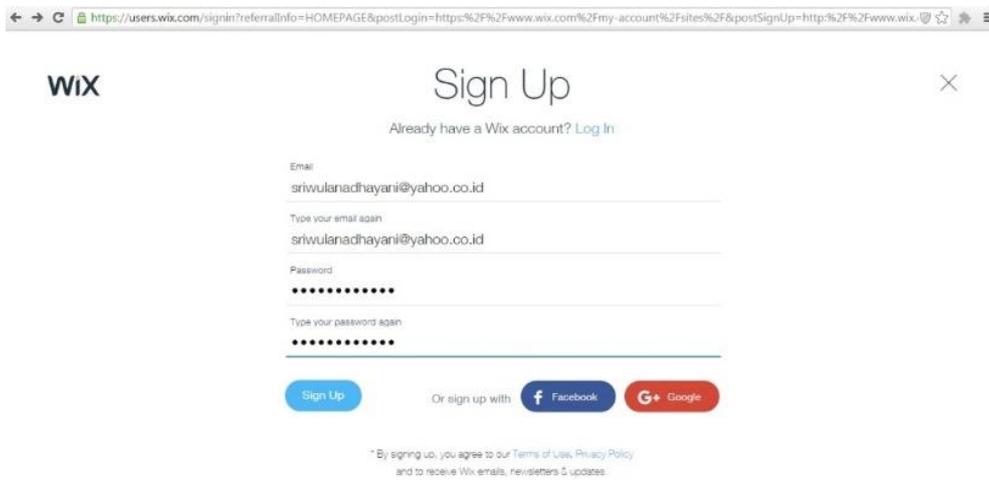


Figure 2. Member Registration in page 1.

On the next page Wix will display the menu categories what we will make here for example like "Business" itself (Figure 3).

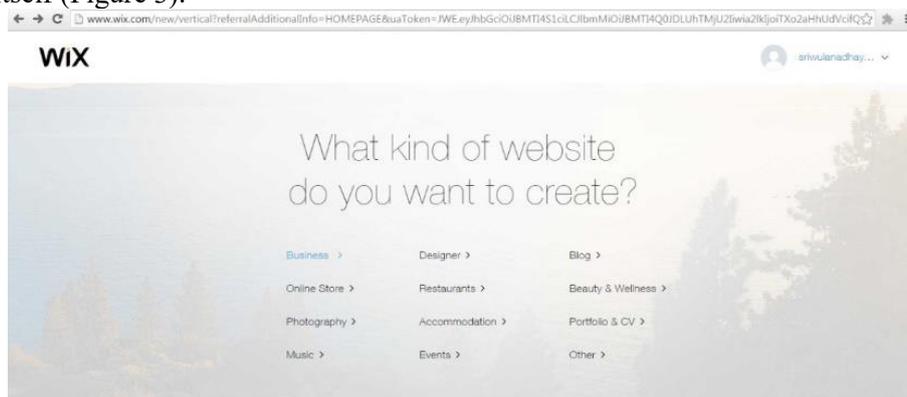


Figure 3. Page Category.

This page displays some of the menu that can be selected such as menu "Get Started" which means we can start to create a website (Figure 4).

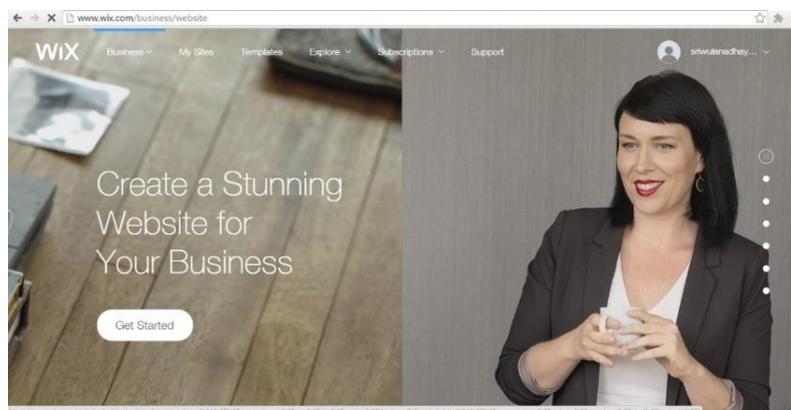


Figure 4. Main Page right after Login.

Wix displays a selection menu of several categories that can be selected as needed. Category "Fashion & Beauty" becomes an option because here we will create a website selling sneakers that enter in the fashion category (Figure 5).

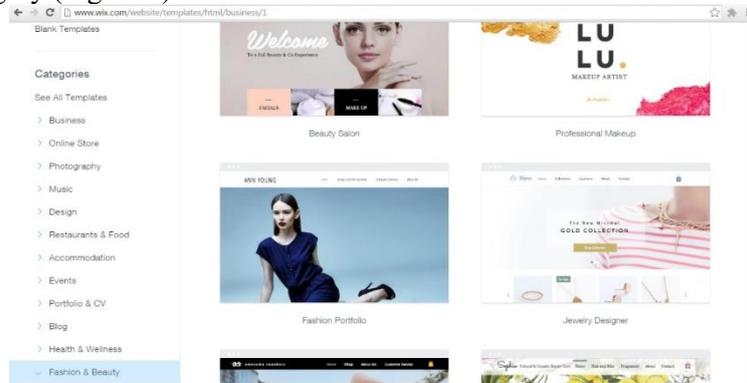


Figure 5. After page category.

The next step is to select or click "Start Now" to start designing the website as you wish (Figure 6).

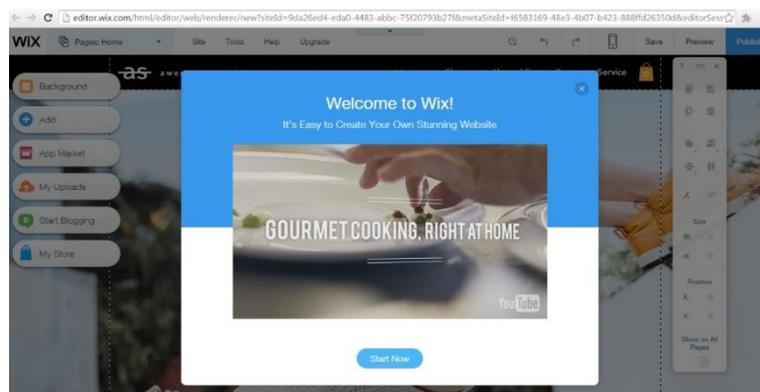


Figure 6. Welcome to Wix page.

In this home page we can design using the already wix provide, for example as we want to add photo slide on main page we just need to click add (+), or change the background can also add buttons in need like shopping cart. (Figure 7).

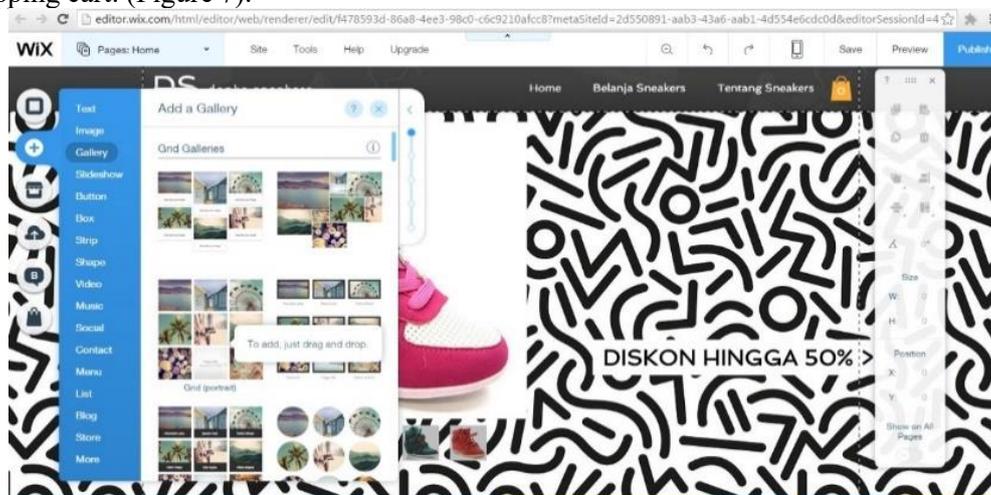


Figure 7. Home Page.

Page input item This page presents for sellers entering the goods or products we will sell we can add it at this page. (Figure 8).

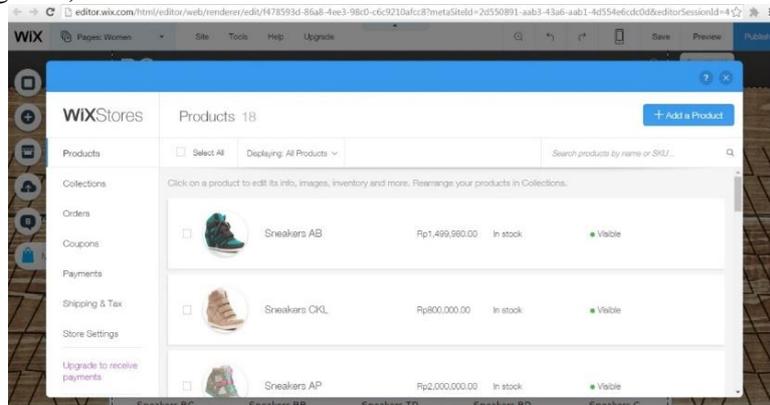


Figure 8. Page input item.

Page Item Details, this page provides information on each item that we will sell such as information on the name of the goods, the price of the goods, even for the discount we can make here (Figure 9).

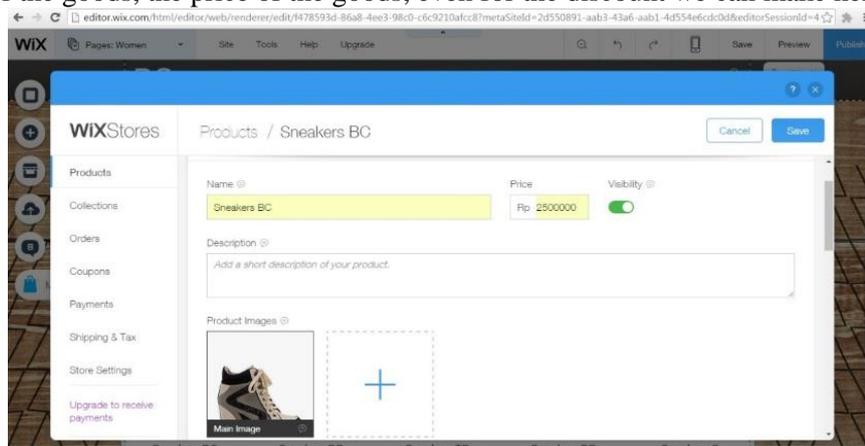


Figure 9. Page Detail Item.

Page Entering Information, on this page can add actual information sneakers is what because the items we will sell are some kind of sneaker for men or women or anything about sneakers we can keep it at this page (Figure 10).

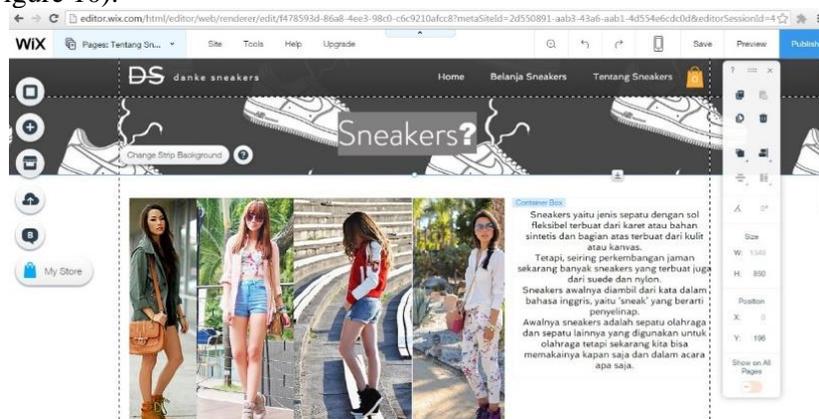


Figure 10. Page Entering Information.

Page Enter Store, data this site's inner pages can include addresses contacts we can contact by the buyer, and email. In addition we can also join the menu let join for buyers who want to join. And there is also a link link that can connect with social media like Facebook, Twitter, Instagram, etc (Figure 11).

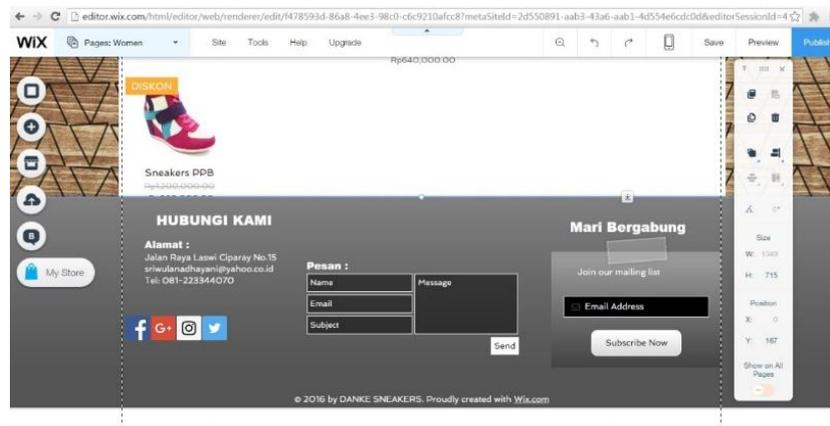


Figure 11. Page Enter Store Data.

Page Information, on This page can add store address and store time open so that customers who want to directly visit the store know the location, and we can add the visitor statistics menu to find out how many are visiting this Website (Figure 12).

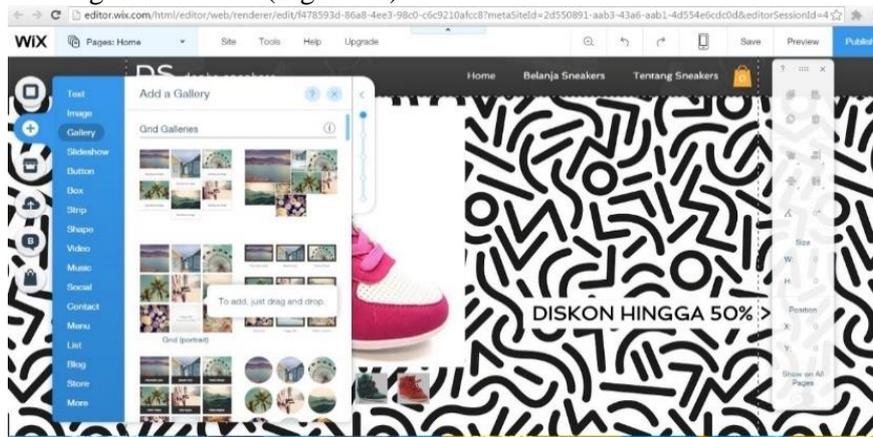


Figure 12. Page Information.

Based on the making phase of the website using Wix.com, the following is the result of making Website Shoes, including:

a) Home Page

Home Page is the first page of the website and there are several menus offered such as Home which is the main page that offers sneakers who are being discounted and so forth. (See Figure 13).

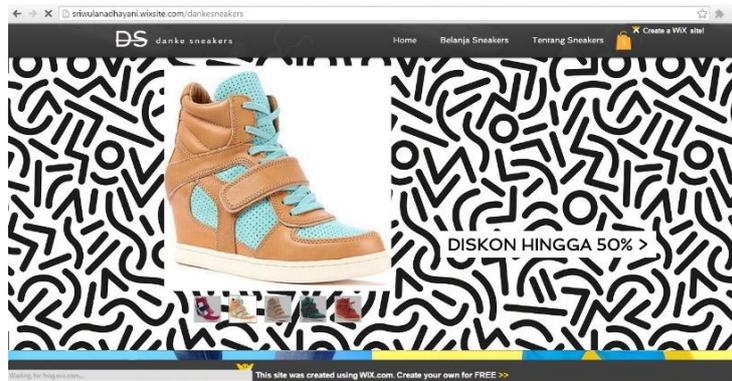


Figure 13. Home Page.

b) Shopping Menu Page

These sneakers contain a wide range of sneakers available such as sneakers for men, sneakers for women and sneakers who are discounting all the goods information in this menu. (See Figure 14).

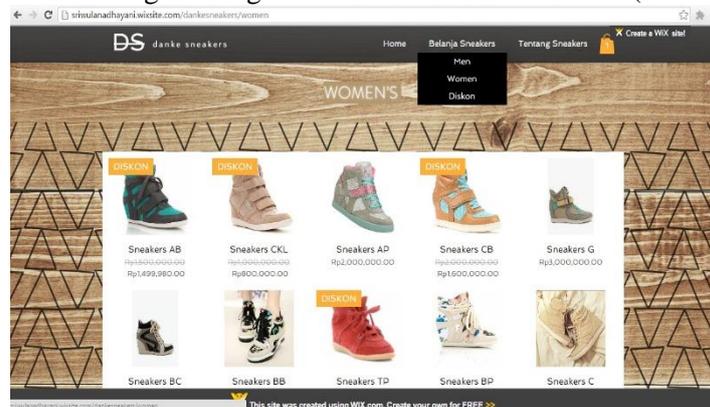


Figure 14. Shopping Menu Page Sneakers.

This View Sneakers page displays the details of selected sneakers such as prices or discounts. (Figure 15).

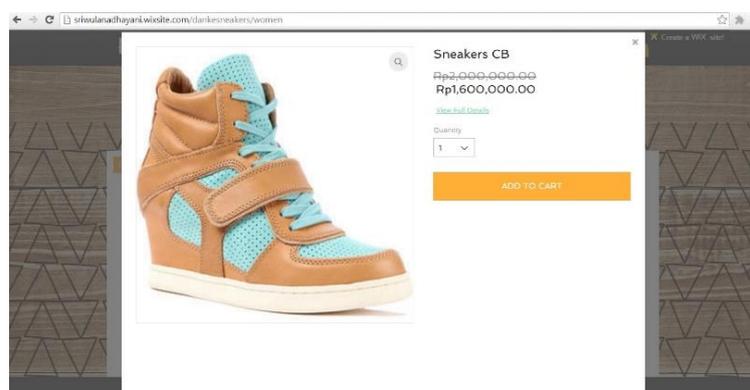


Figure 15. Sneakers Page View.

Sneakers Purchase Page, this Sneakers Purchase page displays when the buyer will buy the sneakers and there are also reviews of sneakers that can be purchased as well as the price and how many sneakers will be purchased. (Figure 16).

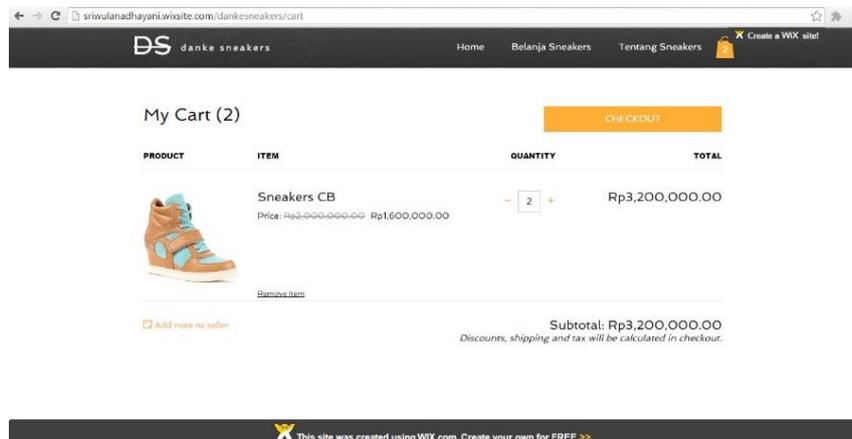


Figure 16. Sneakers Purchase Page.

Contact Info Page, contact page is a menu provided by the seller to the buyer if the buyer wants to contact to simply ask for information about anything related to the purchase or the buyer and stock are still available. Here also provided services for buyers that can be used such as to fill in suggestions or complaints and can connect to buyer's online store about sales or payments and delivery (Figure 17).

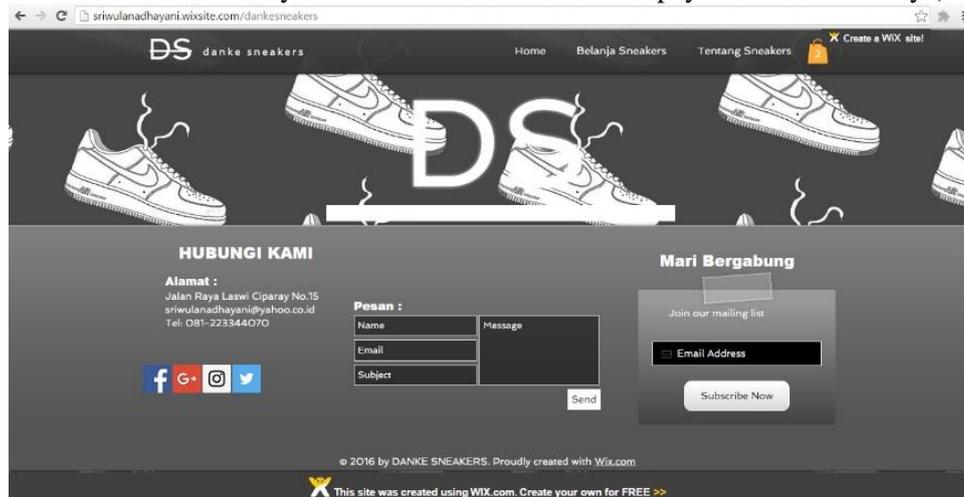


Figure 17. Contact info page.

Schedule Pages and Visitor Stats, the Visitors Statistics and Visitors Stats page provides visitors with information on store opening hours to let buyers know when the sneakers store is open because if the buyer contacts the buyer when the store closes it will usually be dipped until the Danke Sneakers online store is open. Here also there is a statistical visitor information that serves to find out how many people who visit this online store website Danke Sneaker (Figure 18).

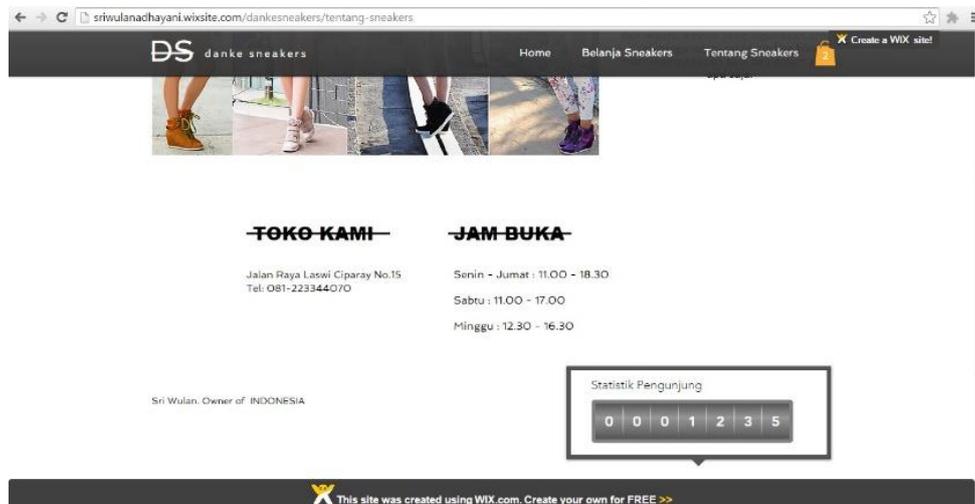


Figure 18. Schedule Pages and Visitor Stats

4. Conclusions

The present study has successfully derived the mathematical analysis model for understanding the kinetic parameters based on TG and DTA curves. The accuracy of the present model was confirmed by the identical results with current literatures. The analysis of the present model was also done for calculating the kinetic parameters of trinitrotoluene. Since the mathematical approximation confirmed that the TG and DTA analysis can be used for analyzing the kinetic parameters (i.e. reaction order, activation energy, and Arrhenius constant), further derivation from the present mathematical model can be useful for further development.

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