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Application of IT-Based Web on Online store

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Abstract. The research aims at investigating the application of website IT and its role on online store. The study case is performed on one of online store. Data analysis was conducted one the online store website to analyse the role of IT-Based Web and its efficiency on online store as generating income activity. The result showed that the IT-Based Web is highly effective to support sales and the successful of online store. This is due to IT-Based Web has many excellence compare to the conventional shop. The website is able to reach large community and IT-Based Web can make the transaction easier to performed. Further research on more specific design of website should be performed in the future.

1. Introduction

Internet with current and emerging multimedia features provides ample opportunities and particularly useful for dealing with intangible nature of the service, and transforming marketing mix variables to capitalize on the informational and transactional potential of the Internet, and to gain a competitive advantage. [1] Information technology and the Internet have had a dramatic effect on business operations.[2-4] Online store is becoming increasingly popular. Online retail sales are estimated to grow from \$172 billion in 2005 to \$329 billion in 2010. There are 32 countries worldwide with the Internet penetration rate higher than 50%. As of April 2006, 73% of American adults are Internet users. Moreover, Internet users' ability to shop online has significantly improved from 16% to 32% since March 2001. The potential benefits of online store for consumers include convenience, various selection, low price, original services, personal attention, and easy access to information, among others. [5] Oxley and Yeung reported that a systematic cross-country analysis of e-commerce activity reveals that although physical infrastructure explains much of the variation in basic Internet use, e-commerce activity also depends significantly on a supportive institutional environment. Chief among the characteristics of such an environment are national respect for the "rule of law" and, secondarily, the availability of credible payment channels such as credit cards.[6]

Schafer et al. examined how recommender systems help E-commerce sites increase sales and analyze the recommender systems at six market-leading sites. Based on these examples, we create a taxonomy of recommender systems, including the inputs required from the consumers, the additional knowledge required from the database, the ways the recommendations are presented to consumers, the technologies used to create the recommendations, and the level of personalization of the recommendations.[7]

Bhattacharjee examined human motivations underlying individual acceptance of business-to-consumer (B2C) electronic commerce services. Such acceptance is the key to the survival of firms in this intensely competitive industry. A modified theory of planned behavior (TPB) is used to hypothesize a model of e-commerce service acceptance, which is then tested using a field survey of 172 e-brokerage users.[8]

From some of the above references there is no discussion of the stages of the stage in starting a business in e-commerce. In starting an online business, especially for beginners in doing business online they have to calculate and design their business so that it becomes a great online businessman [9,10]. Therefore, this study aims to increase the interest of entrepreneurs to enter in online media in marketing. Businessman must be good at utilizing online media in the improvement of his business. The method used in this study is descriptive analysis method, which is a case study on Online Store Application Website to analyze and then describe what has been studied. The results of this study indicate the convenience for entrepreneurs to enter the online media without having to build their own online store website, so that al. entrepreneurs gathered in one website to facilitate the customers in shopping.

Currently, information technology is growing very rapidly and spread evenly to all areas of information technology, especially internet. Internet is very helpful for all processes, especially in the field of business, in addition to the use of internet services are increasingly the development of Internet network technology itself is growing very rapidly. The internet is an entire network that is connected to each other. Computers in this network store files, such as web pages and can be accessed by all computer networks. Internet can be accessed anytime and anywhere. One of the impact that can be felt from the development of the internet is very easy to transact and access various social media and online store one of them is online store Online Store group.

2. Method

The method used in this study was descriptive analysis method, which is a case study on Online Store Application Website to analyze and then describe what has been studied. This research took sample Web App Online Store because this application has long been an online store that became a media intermediary between entrepreneurs with customers who are very familiar in Indonesian society.

3. Results and Discussion

Development for the website itself will be illustrated with the designs that have been made and collected. Some data information that has been surveyed through online store launches in web development e-commerce.

3.1. Web Display

Below is the looks of the e-commerce website visitor interface at the online store of the group's bellows as follows:

3.1.1. Home is described in Figure 1.



Figure 1. Main Page.

In the picture above display displays the home is where visitors or customers open a link on the online store Online Store group will be presented various menus available and there is a display of products that are often visited by visitors.

3.1.2. Online Store Community. Online Store Community is described in Figure 2.

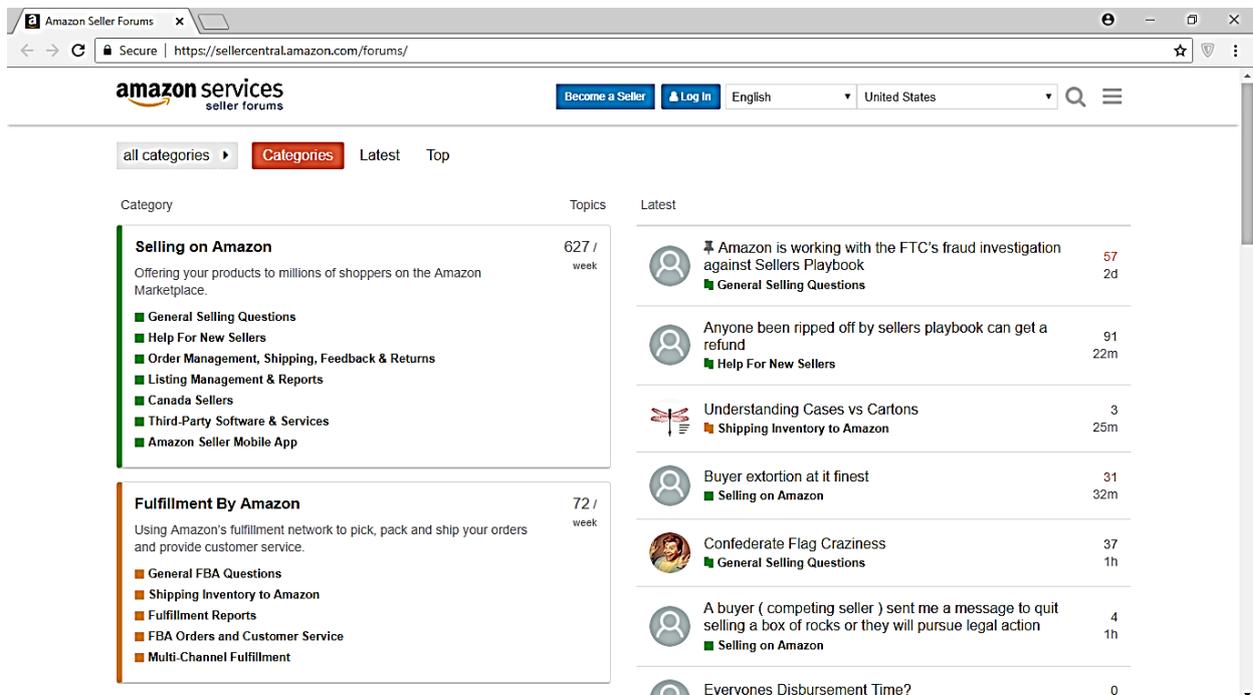


Figure 2. Community web page display.

In the picture above displays the community Online Store is where where visitors or members open a link on the online store Online Store group will be presented various menus that will have events, discounts and gatherings are carried out by Online Store group.

3.1.3. *Online Store Premium Account.* Online Store Premium Account in Figure 3.



Figure 3. Premium Account Display.

In the above picture display displays an Online Store Premium Account is where at the moment visitors or members open a link on the online store this group basket but must have the account and we are directly in the love of advertising rates.

3.1.4. *Open Online Store procurement.* Open Online Store procurement is described in Figure 4.

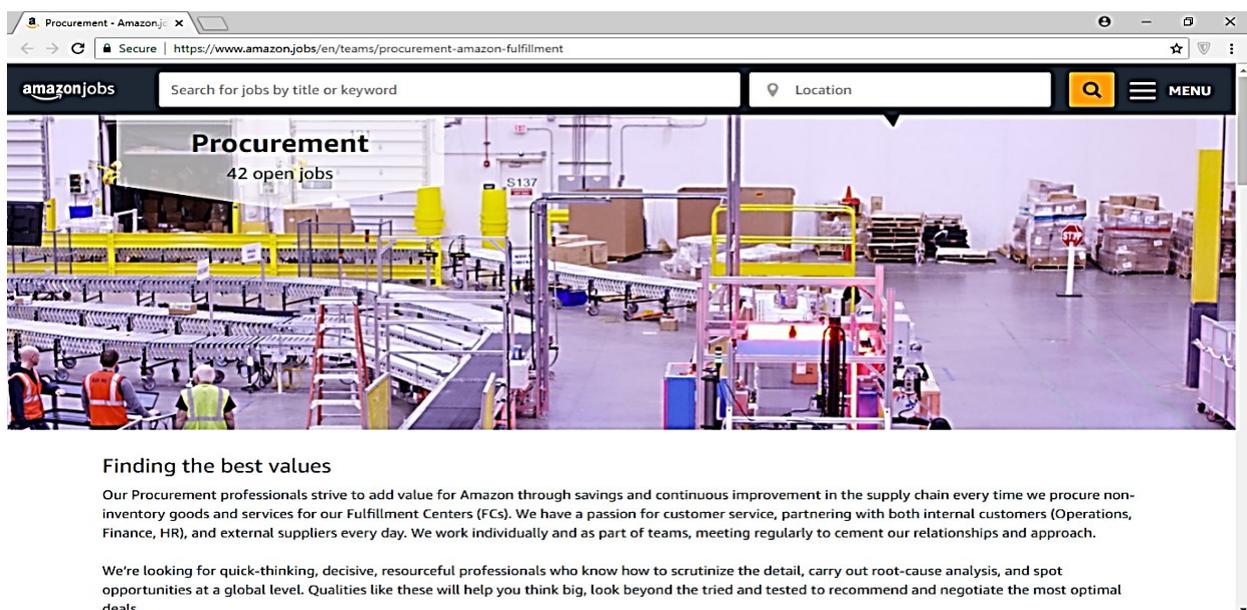


Figure 4. Open procurement display.

In the picture above shows where companies who have the desire to buy goods and services can be available in this bukapengadaan, and companies do not have to look to place but simply use the gadget.

3.1.5. *Online Store Blog*. Online Store Blog is described in Figure 5.

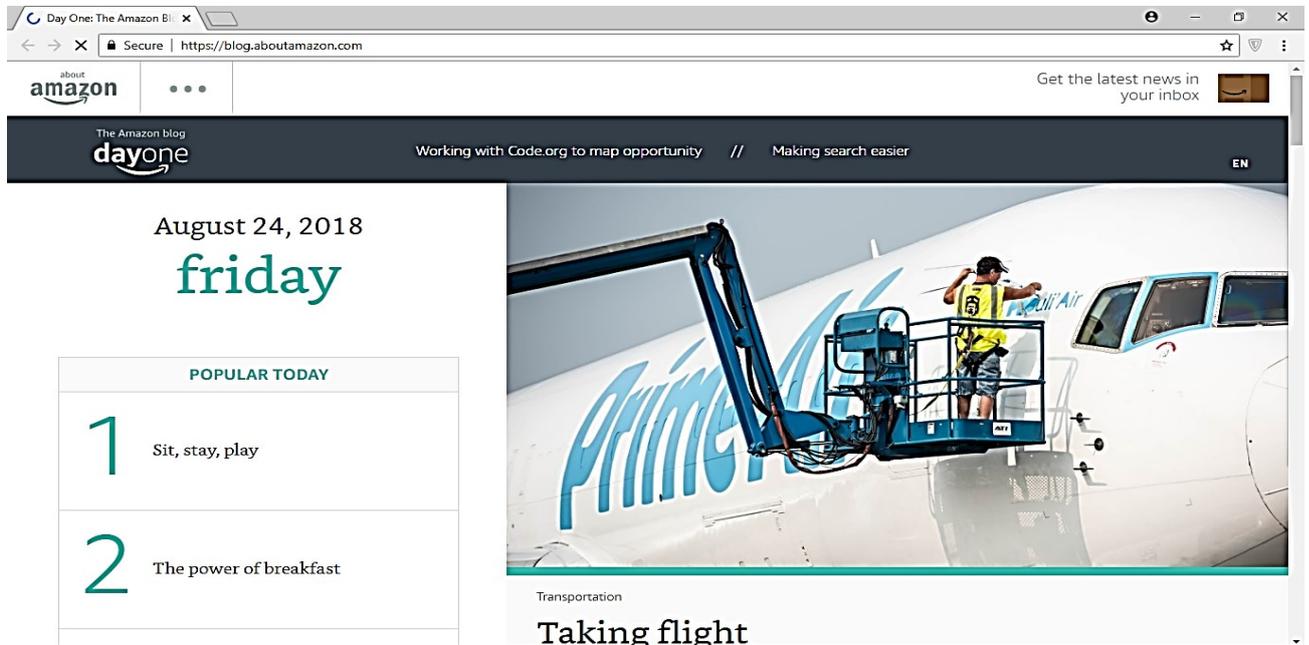


Figure 5. Online Store Blog Display.

In the picture above display banner blog is a blog which lifestyle field today that always update and convey information artist in the world.

3.1.6. *Businessforsale* is described in Figure 6.

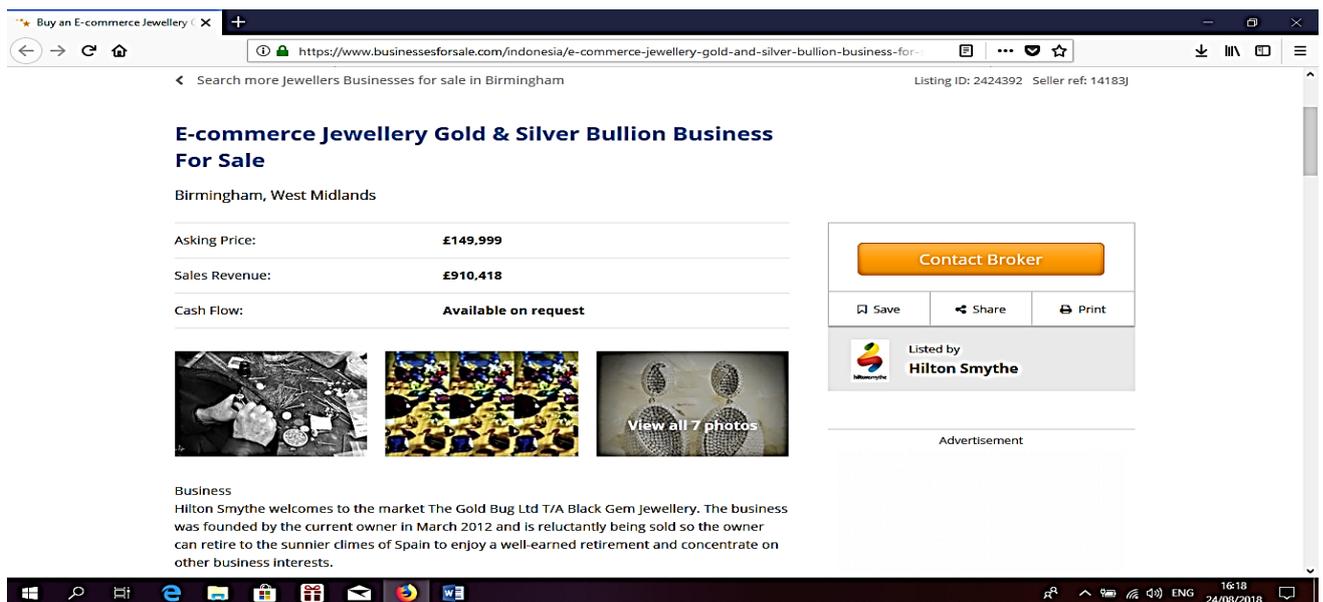


Figure 6. Businessforsale Display.

In the picture above displays Businessforsale which is a website that sells gold with cheaper than the unique market of buying and selling gold or gold transaction is based on the website in this group.

3.1.7. Investing money in Empowr is described in Figure 7.



Figure 7. Empowr Display.

In the picture above is a website for people who want to invest money in a trusted online store. They provide the way of how to earn the money.

3.1.8. Shop Car for Sale is described in Figure 8.

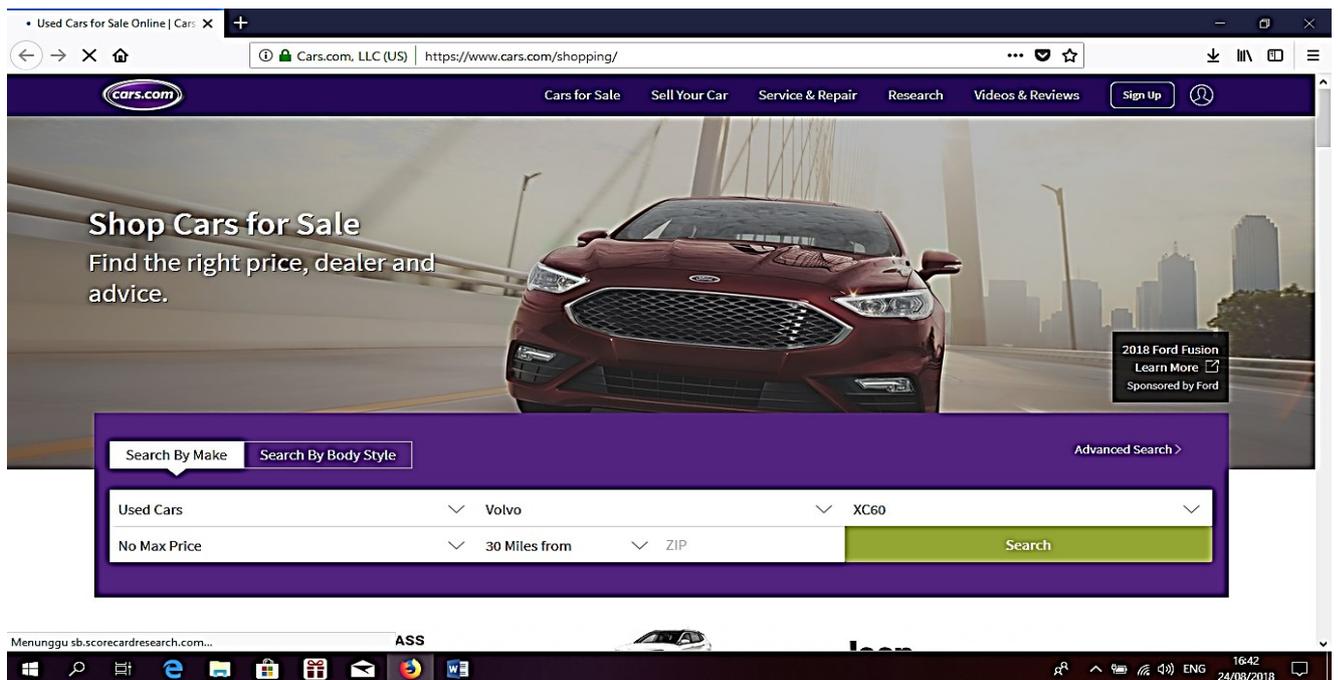


Figure 8. Shop Car for Sale Display.

In the above picture view showing Shop Car for Sale is a website that sells cars or car showrooms that is very cheap from online business car and can discount as well.

4. Conclusion

This study shows the convenience for entrepreneurs to enter the online media without having to build their own online store, so that al. entrepreneurs gathered in one website to facilitate the customers in shopping. The results of this study is expected to be a reference for entrepreneurs to more easily in doing online marketing.

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