

AN ANALYSIS OF PUBLIC'S INTEREST IN USING LAZADA AND TOKOPEDIA E-COMMERCE SERVICES

Sabrina Chairunnisa
Magister Student of Communication Science
Pelita Harapan University
Jakarta, Indonesia

Irwansyah
Faculty of Social Science and Political Science,
University of Indonesia
Depok, Indonesia

Abstract—Indonesia's *e-commerce* business is getting popular among public society and interest transactions using its services is increasing therefore the researchers analyzed the society interest in using *e-commerce* services of Lazada and Tokopedia. *E-commerce* is a business deal of sale and purchase goods which are conducted online, whereas the system of sale and purchase is done online via internet connection. The purpose of this research is to determine society interest in using *e-commerce* services of Lazada and Tokopedia. This research uses descriptive qualitative research methods to analyze the society interest in using the service of Lazada and Tokopedia. The results of research by using the *Seoquake plugin* is Tokopedia have a better rating than Lazada in Indonesian Country. The analysis is based on the views and the service which Tokopedia and Lazada provide, such as visually appealing website design, precise information that is presented, accurate product specifications, product design, *user friendly*, good services, secure and protected transaction systems, adequate product, a favorable and fast response, and on-time delivery. The conclusion of this research is society's interest in using Lazada and Tokopedia *e-commerce* services is determined from their features quality, services, and convenience found on search engines.

Keywords: *Public's Interest, Lazada, and Tokopedia*

I. INTRODUCTION

Indonesia's *e-commerce* business is getting popular among society and interest transactions using its services is increasing. *E-commerce* is one of the technological and communications revolution in economic [15]. This business proved to have immense benefits for society due to its product delivery and services which can be conveyed faster than trading with traditional systems. Around 1970 *e-commerce* business was limited to electronic transactions for delivering business documents, and purchase orders via voicemail. However, due to the development of the *World Wide Web* which start in 1994, many researchers in technology-based business field began to establish a website based business. *E-commerce* was first created in the United States and in European countries in the 1998. The development of *e-commerce* spread rapidly to various parts of the world through America, Europe, and East Asia.

Rapid technological advances have a significant role for the development of *e-commerce* business. With the further increasing of convenient internet access, it helps the society to reach *e-commerce*. Convenient access to *e-*

commerce improve society interest in using these services. In Indonesia, *e-commerce* includes Kaskus, Tokopedia, Bhinneka, Jakarta Notebook, and many more. Whereas, overseas, the *e-commerce* business includes Lazada, Amazon and Ebay. Although Lazada is included as overseas *e-commerce* business, it has a local market share in Indonesia, namely www.lazada.co.id. The growth of social media in Indonesia also strongly supports the development of *e-commerce* sites. Since the user of social media is quite massive, *e-commerce* companies are vying for buyers and sellers by utilizing advertisements (ads) service which exist in social media in order to attract more visitors to the site.

Currently a large number of Indonesian citizen is using *e-commerce* because it has several advantages, such as: 1) the buyers do not need to come to the seller because the store can be accessed via smartphone or internet-connected computer, 2) avoid the risks of accidents since the buyers do not need to leave home to buy goods, 3) the buyers can compare prices with others, 4) the buyers can comprehend the purchased items further due to its apparent specification, 5) 24-hour service. Nonetheless, its shortcomings of *e-commerce*, are as follows: 1) in order to access the *e-commerce* it requires a stable internet connection, 2) worried users due to unaccustomed with the service, 3) incorrect selection of the *e-commerce* can lead to fraud, 4) *e-commerce* payment system is more complicated than traditional payment systems, 5) specification provided sometimes is not the same as the received goods, 6) it takes time for the goods to arrive to the buyers.

E-commerce can be called a digital store because the goods and the specifications can be viewed through digital devices such as a computer or smartphone by utilizing an internet connection. Lazada is a pioneering *e-commerce* in several advanced countries throughout the world in which they provide a wide range of products such as, fashion, electronics, children's toys, and sports equipment (www.lazada.co.id). Tokopedia, on the other hand, is an *e-commerce* company which aims to open an online store for its members with easy access for free. Tokopedia experience selling products online so that the seller can provide a shopping experience to buyers (www.tokopedia.com). *E-commerce* is a sale and purchase goods or services through the Internet, [2].

A number of aspects that need to be met in the business of *e-commerce* is about costumers protection

among other things, such as: 1) *non-monetary transaction*, which is providing compensation/warrant to costumers who experience problems with the transaction, 2) *digital content products*, usually digital transactions include terms and conditions so that the terminology presented to consumers can be easily understood, 3) *active costumers*, with expanding the facilities of active costumers by adding a new requirement to ensure an honest and transparent costumers support, 4) *mobile device*, a widely used device which able to support the *e-commerce*, 5) *Privacy and security risks*, in *e-commerce* system should pay attention to every security and personal information of its costumers, 6) *Payment protection*, which providing protection of all payment transactions made by costumers regardless the types of payment mechanisms used, 7) *Product Saffety*, sold products must meet necessary security standards which is established by the Country, the [16].

Lazada and Tokopedia are both an *e-commerce* with differences. Lazada provide a variety of products which will be sold to costumers. Meanwhile, Tokopedia is a joint of handful merchants who are listed as members of Tokopedia. Lazada self-proclaimed itself as the most reliable and, the best sale and purchase website in Indonesia. While Tokopedia provides an experience for buyers and sellers to conduct transactions online. Lazada only provides fresh items from their own distributors, while, Tokopedia provide both used goods and fresh items from different stores in Indonesia which is already registered in Tokopedia.

The information available on the home page of *e-commerce* website at Lazada include: download application, become sellers, customer care, track orders, login, register, goods categories, search engine, suggestion box, and at the bottom footer is an additional information about Lazada. Whereas the information which available in Tokopedia include: search engine, assistance, register, sign in, promo, product category, and at the bottom footer is another section which contains additional information about Tokopedia.

From the described statement by the researchers it can be deduce the formulation of the problem, as follows: 1) How was the *e-commerce* website display of Lazada and Tokopedia?, 2) How was the service given by Lazada and Tokopedia?, 3) Is there any relation between the display and the services towards society's interest in utilizing Lazada and Tokopedia *e-commerce* services?.

II. OBJECTIVES AND SIGNIFICANCES

The purpose of this research is as follows:

A. Research Purpose

1) Academic Purposes

- a) Describing display of *e-commerce* website of Lazada and Tokopedia.
- b) Describing quality of *e-commerce* service of Lazada and Tokopedia.
- c) Comprehending society's interest towards *e-commerce* services viewed by their display and service quality.

2) Practical Purposes

- a) Provide information toward readers regarding the display of Lazada and Tokopedia.

- b) Provide information toward readers regarding the services of Lazada and Tokopedia.

3) Social Purposes

- a) As a reference for society to utilize the *e-commerce* service of Lazada dan Tokopedia.
- b) Introducing *e-commerce* system as an alternative means for shopping to society.

B. Research's Advantages

1) Academical Advantages

- a) Researchers understand the display of *e-commerce* website of Lazada and Tokopedia.
- b) Researchers understand the quality of *e-commerce* service of Lazada and Tokopedia.
- c) As a reference to conduct further research of the same theme.

2) Practical Advantages

- a) Obtaining information regarding the display of Lazada and Tokopedia.
- b) Obtaining information regarding the services of Lazada and Tokopedia websites.

3) Social Advantages

- a) Assisting society to choose the service of *e-commerce* of Lazada and Tokopedia.
- b) Society are able to comprehend difference in *e-commerce* system of Lazada and Tokopedia.

III. LITERATURE STUDY

Interest is one of a psychological aspect which greatly impact on someone's purchasing decision. Interest in purchasing is caused by someone's desire for acquiring goods or services. People who have a high interest to obtain the desired goods will have the motivation that lead them to do anything to obtain them. Interest in purchasing is a form of attitude which possessed by someone toward goods that match with his desired products categories, services, or brands [18]. Interest in purchasing is the costumers' motivation to purchase a particular product and how many products are needed within a specified and planned period. Interest in purchasing is best described as the tendency to purchase products or taking action related to someone's motivation to purchase is measured by the possibilities that costumers make purchases [1]. Society's interest in purchasing is influenced by several factors, among other things, such as: the shopping habits, highly purchasing desire, and product's brands. Interest in purchasing was also influenced by culture, social class, group member, psychological, etc [17]. Thus, interest in purchasing may be defined as a person's desire to obtain the goods/services are realized through action to obtain it.

Citizens, according to Law No. 30 of 2014 on Government Administration chapter 1 verse 15 "is a civil or legal entities associated with the decision and / or action". Society as a *non-profit* organization that has a presence in the life, expressing social interests and values of their members or others based on ethics, culture, politics, science, and religion [24]. Society is a group of people who live in the area to a certain extent that share a similar way of life [4]. The conclusion that can be drawn from some expert opinions on the community is a group of people who live in a country that lives together social

relate to each other based on ethics, culture, politics, science and religion.

E-Commerce is selling using the internet intended for the purpose of sale and purchase transactions globally both goods and services, including services and transaction support[6]. Other opinion stated that *e-commerce* is the sale and purchase of products or services using the Internet and other computer networks, Devendra et. al., in [5]. Other experts argue that *e-commerce* is the exchange of business information using electronic data interchange, electronic mail, electronic bulletin boards, electronic funds transfer, *World Wide Web*, and other network-based technology [3]. *E-commerce* as a means of sale and purchase is done by using internet services, [23]. Electronic trading or *e-commerce*: Electronic commerce, consisting of the deployment, purchasing, sales, goods and services marketing over electronic systems such as the Internet or television, world wide web (www), or other computer networks. *E-commerce* can involve electronic funds transfer, electronic data interchange, automated inventory management systems, automated data collection systems. From the conclusions that have been presented by expert *e-commerce* is a business of sale and purchase goods which are conducted online, whereas the system of sale and purchase is done online through internet connection.

IV. RESEARCH'S METHODS AND TECHNIQUES USED

Descriptive quantitative research aims to provide information about services by e-commerce Lazada and Tokopedia, seen by the appearance of the website. The study was not accompanied by a test of hypothesis, for this study the researcher conducted the activities of describing, record, analyze, and interpret the circumstances that exist so far. The focus in this study is the appearance of e-commerce Lazada and Tokopedia. The appearance is viewed by the quality of system, quality of service, and quality of information. In this research, online shopping is qualified in the theory of Unified Theory of Acceptance and Use of Technology which has the characteristics: the variable is service users, an online shopping service, with usefulness mechanisms, value, risk, people's views, traditional barriers to online shopping, Lian (2014).

Qualitative research usually used to study sociology, history and geography. Qualitative research among other things covers: 1) interviews using a structured questionnaire, 2) direct observation using participant, observation, notebook residents, and documents such as, photos, or videos, 3) case of studies which combine different methods to gain appropriate understanding[14]. Others say quantitative research is a research which takes various assumption from multiple studies or results of discussion that can deduced the outcome of another analysis [7]. Qualitative research is conducted as an option because of the limitations of research activities, incomplete research data, inadequate variables to be studied, [25]. Qualitative research comes from the depth, nuance, context, multidimensional and complexity [13]. Qualitative research results can be obtained from a valid finding from comparing the findings and make conclusions [11].

This study uses the theory of the *Unified Theory of Acceptance and Use of Technology* which is a unified theory in the use of technology that has been used widely in information systems[22]. Descriptive quantitative research aims to provide information about *e-commerce* services of Lazada and Tokopedia which viewed by the displayed website. The study was not entailed with a hypothesis test due to the researchers in this study conducted a description, record, analyze, and interpret the circumstances that exist so far. The focus on this research is the website display of *e-commerce* of Lazada and Tokopedia. The display is viewed by system quality, service quality, and information quality. In this research, online shopping qualified as *Unified Theory of Acceptance and Use of Technology* criteria theory which has the characteristics as follows: variable service's users, an online shopping service, with mechanisms ability, value, risk, people's views, online shopping traditional barriers [12].

IV. DISCUSSION AND RESULT

A. Result

The analysis is based on the system suggests to use Seoquake plugin to analyze the website, show that Lazada index on 14 November 2016 by 4.72 million google was ranking in Alexa rank of 666, while Tokopedia index on 14 November 2016 by 7.51 million google was ranking in google Alexa rank of 304. Indexes that affects google and alexa ranking, among other things, are the number of visitors per day, content, backlinks, and web always update. Tokopedia has a better quality of system than Lazada.

Both Tokopedia and Lazada have good quality of service. Services provided Lazada namely customer service and *Jelajahi Lazada*. The services provided meet the needs of service users to make ease in conduct transactions with Lazada. Quality of service in Tokopedia also has good quality draft in Tokopedia which categorized by menu, sell, buy, and assistance. This can make use of the services provided, as more users know what services are needed. Suppose a user wants to sell the goods, then the user must navigate the Sale menu. If the user wants to buy then explore the buy menu. If users do not find the information it needs no central assistance provided by Tokopedia. In terms of quality of service, it can be concluded that both of them have good quality. Tokopedia is superior but because the service is delivered more specifically to facilitate the goals of users willing to sell goods or buy goods.

Quality information services in Lazada has a fairly complete service. All the information needed can be delivered through the menu provided by Lazada. The displayed information helps the user in making transactions with Lazada. Tokopedia has more detailed information in the purchase and sale of goods. Information submitted in the procurement system helps users in making purchases. On the menu sales information presented to the user is very helpful in selling the goods. Based on the result of the above analysis, both Tokopedia and Lazada have good quality of service information. But in terms of information to sellers to sell, Tokopedia is superior, because Tokopedia has a mix of shops that exist

in Indonesia who want to introduce their products online through Tokopedia.

From the analysis conducted by [19] showed that Tokopedia has higher popularity than Lazada. Lazada has a high popularity in Thailand, Philippines, and Vietnam. Characteristics of Indonesian people who love bargains and thrift makes Tokopedia main references that are worth visiting. In addition Tokopedia more specific market segments is in Indonesia. The results of the analysis [19] can be shown in Table1.

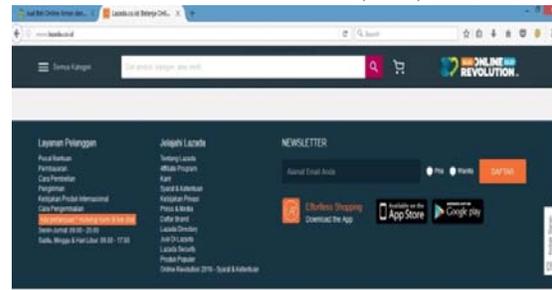


Figure 1. Lazada's services menu

TABLE 1 E-COMMERCE ANALYSIS TABLE [19]

e-tailing Sites by Traffic in Different Country	Rank				
	1	2	3	4	5
Singapore	Qoo10	Taobao	Ebay	Lazada	Zalora
Indonesia	Bukalapak	Tokopedia	Lazada	Elevenia	Blibli
Malaysia	Lazada	Lelong	Taobao	11street	Qoo10
Thailand	Ebay	Lazada	Aliexpress	weloveshopping	Tarad
Philippines	Lazada	Metrodeal	Ebay	Zalora	Ensoyo
Vietnam	Lazada	Thegiodidong	Sendo	Tiki	Cdiscount

Tokopedia provides a menu of services about Tokopedia that contains About Tokopedia, Career, Blogs, Media Kits, Sellers' Stories, Train Tickets Booking, Activities in Tokopedia, and Toppers Partners. Services menu for purchasing that being provided are Shopping in Tokopedia, How to Shop, Payments, Refunds, Hot List, and Reload. Selling menu that provided in Tokopedia are Sell in Tokopedia, How to Sell, Gold Merchants, Advertise, Withdrawals, and Selling Center. The Assistance Menu are Terms and Conditions, Privacy Policy, The Center of Resolution, and Please Contact Us. Tokopedia service menu in principle is similar to the menu in Lazada, but Tokopedia menu includes buying and selling. The menu of Selling and purchasing services are being featured because Tokopedia is a market/mall, which means consists of many stores that sell products by using Tokopedia facilities.

The results of the analysis using Seoquake plugn was accessed in Indonesia showed that the index Tokopedia have a great google and alexa rank lower than Lazada. This proves that Tokopedia more frequently visited in Indonesia so that google provides a high index. Product search keywords used by the Indonesian people focus more on Tokopedia.

Based on research conducted, [8],[9], [10], [20],it can be concluded that the display quality and service has a considerable influence on public's interest in using the service Lazada and Tokopedia ,

B. Discussion

1) Analysis based on layout and service

Analysis based services in this research includes the aspects of information services provider, how to trade, and help center. On its website, Lazada provides customer service that contains assistance center for payment, purchase, shipping, international product policy, and reimbursement procedure. *Jelajahi Lazada* has about Lazada'sservice menu, affiliate program, career, terms and conditions, privacy policy, press and media, brand list, Lazada Directory, Sell in Lazada, Lazada Security, and Popular Product. Lazada has a very complete menu of services for costumers. The menu is provided for users to understand the contents of Lazada's website. Help Center provides the information needed. The payment menu describes the procedure of the payment. Purchase and Delivery menu explains how to make the purchase and delivery of products. International product policy provides information on the rules and policies of the products. *Jelajahi Lazada* invites users to know Lazada further for understanding the contents of the website. Contacts are provided in the right panel messages for users who have unique questions and did not find the answers on the website page. Services menu at Lazada can be seen below:

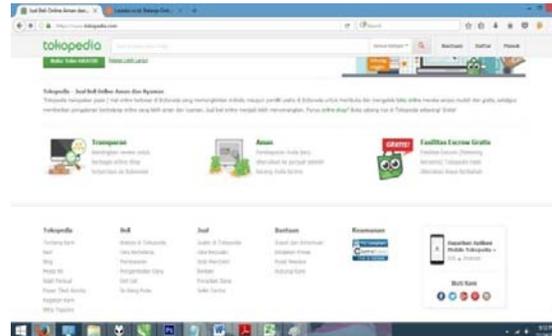


Figure 2. Tokopedia's services menu

From the analysis based on services, it can be concluded that Lazada focusesmore on public's interest to buy the products that they offer, while Tokopedia focuses more on selling and buying where people have equal opportunity to sell and buy products from Tokopedia.

Based on the analysis of provided information services, Lazada hassufficient informations to complete the transaction. The informations required by users that provided in the Help Center,has a lot of information that facilitate transactions made by user who performs transaction for the first time. In terms of information services, it can be concluded that Lazada has complete information service.



Figure 3. Lazada's help center

Analysis of information services on Tokopedia, is more unique because of information provided to users, namely the frequently asked questions. Tokopedia also provides information services in which occurred common questions to the user, therefore users did not need to contact customer service if they have a question that has been oftenly proposed in Tokopedia. Tokopedia is capable in describing complete informations to its users. Any information given give ease to make purchases and sales in Tokopedia.

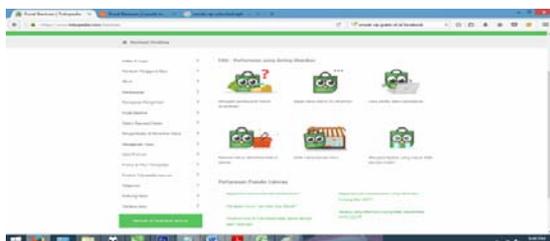


Figure 4. Assisting desktop in Tokopedia

From the analysis result on the layout and services in Lazada and Tokopedia, both are having an attractive and user friendly layout.

Analysis based on system that uses Seoquake can be seen in the Figure 4 and 5.



Figure 5. Analysis on Lazada using Seoquake plugin on 14 November 2016

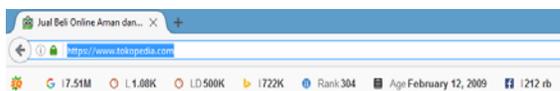


Figure 6. Analysis on Tokopedia using Seoquake plugin on 14 November 2016

The analysis is based on the system suggests the use of Seoquake plugin to analyze the website, shows that Lazada index on 14 November 2016 by 4.72 million Google was ranking in Alexa rank of 666, while Tokopedia index on 14 November 2016 by 7.51 million Google was ranking in Alexa rank of 304. The indexes that affect Google and Alexa rank, among other things, are the number of visitors per day, the content, backlinks, and regular update on the web. Yet, Lazada has more number of Like in facebook, because Lazada does not only have users in Indonesia but targets global market. Tokopedia has less number of like which is only 212 thousand, due to Tokopedia targets only markets and service users in Indonesia.

Based on the above data it can be concluded that the website of Tokopedia has better popularity in Indonesia than Lazada, based on the analysis system. The Value index by google is addressing how often Google crawls the website. More and more visitors, frequently updated content, the number of posts, and backlinks will make the website easier to find. Alexa rank value indicates how good the quality of the web's system. The lower of Alexa rank, the better is the quality of the website, and the website is easier to find.

2) Correlation between layout and service

A study entitled "An Empirical Study on E-commerce Trust of Malaysian Consumers" showed that interest in buying is determined by the trust to the product specifications to 51.1%, and 37.5% on the brand. This study shows that the better the information that can be obtained by the user can increase interest in buying. Both Lazada and Tokopedia have information that is required by their users, Zinc and Wei (2007). It can be concluded that from the information service, Lazada and Tokopedia have a good quality of services, that can increase the interest of users to perform transactions.

A study titled "Assessing the quality of web sites" mentioned that the quality of e-commerce services was seen from the criteria of quality of appearance, quality of design, quality of organization, and quality of user friendliness, can significantly affect customer behavior and interaction with e-commerce [8]. From the study conducted by [8], it can be concluded that public's interest to use services from Lazada and Tokopedia are influenced by the quality of the display, the quality of design, quality of organization, and quality of user friendliness. The quality of display and design are requirements that must be met in order for user's high interest. The quality of good organization can be shown on the e-commerce service system that is able to minimize or eliminate the problems that arise in the system of e-commerce transactions. Both Lazada and Tokopedia have a good organizational system, which is proven from the service that were always provided right on time, and display that constantly updates so that the website has a market share and extensive users in Indonesia.

A study entitled "Context-general and context-specific determinants of satisfaction and loyalty for online commerce and content sites" showed that the quality of information is a key in influencing user's satisfaction and loyalty to use e-commerce [10]. From this study it can be concluded that the quality of information on Lazada and Tokopedia give effect to public's interest to make purchase and selling.

Research on the design elements of website, including the accuracy, timeliness, relevance, information delivery, price information, complete product specifications, and response of service to the users of e-commerce services can determine the interest to conduct transactions [9]. From these opinions, it can be concluded that Lazada and Tokopedia has good quality of design and delivery of information on target, attracting public's interest to use those services.

A study entitled "E-Commerce and it Impacts on Global Trends And Market" says that e-commerce has

impacts on organizations, communities, and customers. These impacts include cost savings, improved efficiency, and global markets. E-commerce is based on data including text, sound, and pictures. Transaction that being conducted covers electronic transactions, direct marketing, and service after the sale [21].

V. CONCLUSION AND SUGGESTIONS

A. Conclusion

The analysis that based on the system suggests the use of Seoquake plugin to analyze the website, shows that Lazada index on 14 November 2016 by 4.72 million Google was ranking in Alexa rank of 666, while Tokopedia index on 14 November 2016 by 7.51 million Google was ranking in Alexa rank of 304. Indexes that affects google and alexa rank, among other things, are the number of visitors per day, content, backlinks, and web content which is always being updated. A good website is that having a lot of visitors each day. The more visitors who visit the website, the more often the search engines provide index on the website. Tokopedia has a search system with a better quality than Lazada. The quality of design in e-commerce are better specified website design that visually appealing, the information presented is appropriate, product specifications are accurate, product design, user friendly, good service, transaction systems are secure and protected, the completeness of the product, a good response and quick, and punctual delivery of goods is crucial public interest to conduct transactions in Lazada and Tokopedia. In Indonesia Tokopedia has higher popularity rather than Lazada.

B. Suggestions

For further research, it is expected for the results of the study can be obtained by using quantitative methods and multiply the references from foreign journals and domestic journals in order to obtain more accurate data. Analysis using the same method should be analyzed more in the content of Lazada's and Tokopedia's websites in order to obtain maximum results from the study.

For people who performs first-time transactions in Lazada or Tokopedia, it is suggested to read the information presented in the website menu, so as to facilitate the transaction to be performed.

For Lazada's and Tokopedia's providers, must improve the display quality and the services provided so that consumers are satisfied and have trust in using e-commerce services.

VI. REFERENCES

[1] Assael, H. 2004. *Consumer Behaviour: A Strategic Approach*. USA: Houghton Mifflin Company.
 [2] Awais, M., & Samin, T. (2012). Advanced SWOT Analysis of E-commerce. *IJCSI International Journal of Computer Science*, 9(2), 1694-0814.
 [3] Bhalekar, P., Ingle, S., & Pathak, K. (2014). The Study of E-commerce. *Asian Journal of Computer Science & Information Technology*, 4(3).
 [4] Doda, Z. 2005. *Introduction to Sociology*. Ethiopia: Dehub University.
 [5] Gangeshwer, D. K. 2013. E-commerce or Internet Marketing: A business Review from Indian context. *International Journal of u-and e-Service, Science and Technology*, 6(6), 187-194.

[6] Gao, J. 2. Introduction to e-commerce. <http://www.engr.sjsu.edu/gaojerry/course/cmpe296u/296z/introduction.pdf>
 [7] Hancock, B., Windridge K., & Ockleford, E. 2007. An Introduction to Qualitative Research. *The NIHR RDS EM / YH*.
 [8] Hasan, L., & Abuelrub, E. 2011. Assessing the quality of web sites. *Applied Computing and Informatics*, 9, 1, 11–29.
 [9] Huang, Z., & Benyoucef, M. (2013). From e-commerce to social commerce: A close look at design features. *Electronic Commerce Research and Applications*, 12(4), 246-259.
 [10] Jaiswal, A. K., Niraj, R., and Venugopal, P. 2010. Context-general and context-specific determinants of online satisfaction and loyalty for commerce and content sites. *Journal of Interactive Marketing*, 24, 3, 222–238.
 [11] Kumar, R. 2011. *Research Methodology: a-step-by-step guide for beginner*. New Delhi: Sage Publication Pvt Ltd.
 [12] Lian, J. W., & Yen, D. C. (2014). Online shopping drivers and barriers for older adults: Age and gender differences. *Computers in Human Behavior*, 37, 133-143.
 [13] Mason, J. 2002. *Qualitative Research*. 2nd Edition. London: Sage Publication Ltd.
 [14] Mayoux, L. (2001). Qualitative methods. Tool Box resources". EDIAIS.
 [15] Nanehkaran, Y. A. (2013). An introduction to electronic commerce. *International Journal of Scientific & Technology Research*, 2(4), 190-193.
 [16] OECD (2016), Consumer Protection in E-commerce: *OECD Recommendation*, OECD Publishing, Paris, <http://dx.doi.org/10.1787/9789264255258-en>.
 [17] Rani, P. (2014). Factors influencing consumer behaviour. *International Journal of Current Research and Academic Review*, 2(9), 52-61.
 [18] Schiffman, L.G, & Kanuk, L.L. 2007. *Consumer Behavior*. New Jersey: Perason Prestice Hall.
 [19] Sen, A., Attavar, A., Jaiswal, R. 2016. *Internet: E-commerce In ASEAN - Taking Off*. Jefferies Francise Note.
 [20] Seng, L.C. & Wei, C.C. 2015. An Empirical Study On E-commerce Trust Of Malaysian Consumers. *International Journal of Economics, Commerce and Management*, 3(7), 368-382.
 [21] Shahriari, S., Shahriar, M., & Gheiji, S. 2015. E-Commerce and it Impacts on Global Trend and Market" 3(4), 49-55.
 [22] Venkatesh, V., Thong, J. Y., & Xu, X. (2016). Unified Theory of Acceptance and Use of Technology: A Synthesis and the Road Ahead. *Journal of the Association for Information Systems*, 17(5), 328.
 [23] Whitten, Jeffrey L., Lonnie D. Bentley., Kevin C. Dittman. 2004. *Metode Desain & Analisis Sistem*, Edisi keenam. Yogyakarta: Penerbit Andi.
 [24] Bank, W. 2001. *Electronic Commerce and Developing Countries*. http://siteresources.worldbank.org/GEP2001INT/Resources/GEP2001_Chapt4.pdf
 [25] Yin, R. K. 2011. *Qualitative Research from Start to Finish*. New York: The Guilford Press.

AUTHORS PROFILE

Sabrina Chairunnisa	
Organization/Place of Study, City, Country	Pelita Harapan University, Jakarta, Indonesia
Position and Academic Degree	Magister Student of Communication Science
Business/Home Address	Melur IV, Tanjungsari, Medan, Indonesia
E-mail Address	sabrinachairunnisa@gmail.com

Irwansyah	
Organization/Place of Study, City, Country	University Indonesia
Position and Academic Degree	Senior Lecturer of Communication Departmen
Business/Home Address	Communication Building, 2 nd Floor Faculty of Social Science and Political Science, University of Indonesia, Depok, Indonesia
E-mail Address	irwansyah09@ui.ac.id