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# Pengantar *E-Business* dan *E-Commerce*

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Pertemuan Ke-3

(*Business-to-Consumer* [B2C] *E-Commerce*)

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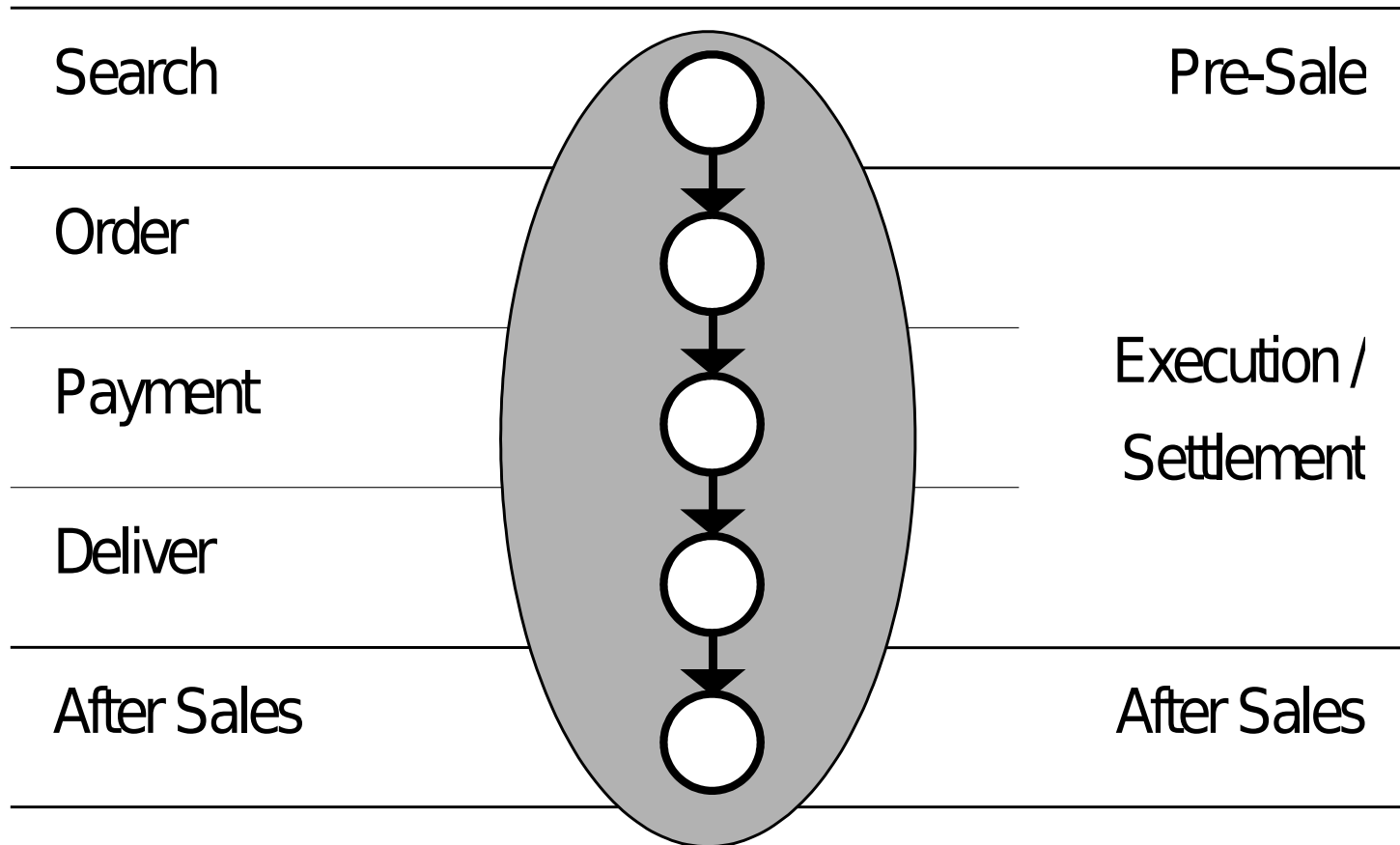
# Sub Pokok Bahasan

- Pendahuluan
- Transaksi B2C (*Internet Shopping*)
- Pengembangan Sistem E-Commerce
- SubSistem dalam E-Commerce
- Aplikasi E-Commerce
  - *Internet Bookshops*
  - *Grocery Supplies*
  - *Internet Banking*

# Pendahuluan

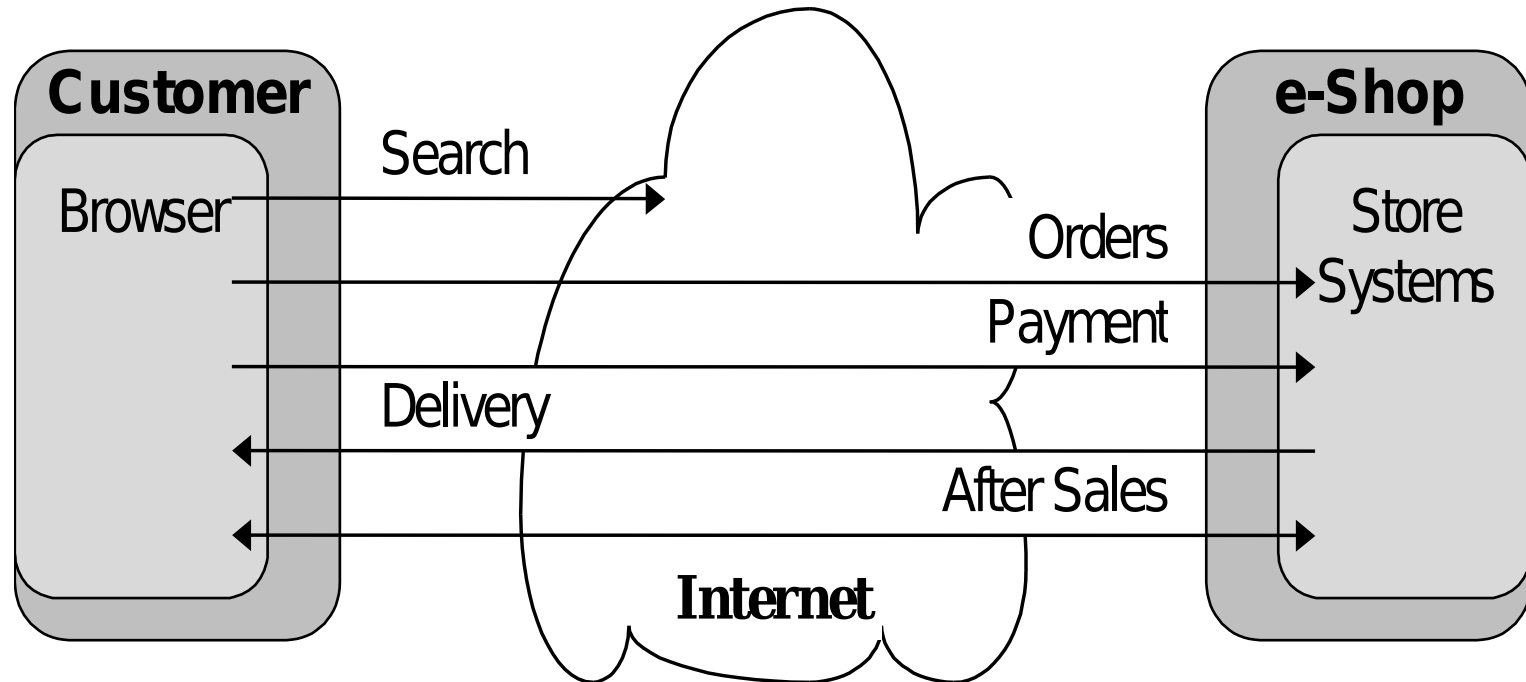
- *Business-to-Consumer (B2C) E-Commerce*: pihak penjual adalah suatu organisasi, dan pihak pembeli adalah perorangan

# Transaksi B2C (*Internet Shopping*)



# Transaksi B2C (*Internet Shopping*)

(contd-2)



# Transaksi B2C (*Internet Shopping*)

## (contd-3)

- Pilihan pencarian (*search*):
  - Menggunakan suatu menu atau tombol-tombol yang disediakan dalam suatu portal/halaman web
  - Menggunakan fasilitas *search engine*
  - Menggunakan link untuk menuju ke halaman web yang lain
  - Memilih suatu halaman web yang muncul dalam iklan ataupun yang direkomendasikan oleh teman
  - Menggunakan URL

# Transaksi B2C (*Internet Shopping*)

## (contd-4)

- Pemesanan (*order*):
  - Membantu pelanggan untuk menemukan (melalui *folder* kategori atau *search engine* situs)
  - Menampilkan barang/jasa yang dijual. Tampilan dapat berupa gambar, deskripsi, gambar VR, suara, dll
  - Memilih barang/jasa yang ingin dibeli (*electronic shopping basket*)

# Transaksi B2C (*Internet Shopping*)

## (contd-5)

- Pembayaran (*payment*):
  - *Credit Card*  
atau
  - *e-Cash*
  - *Debit Card*
  - *Offline payment*

# Transaksi B2C (*Internet Shopping*)

## (contd-6)

- Pengiriman (*delivery*):
  - Hal-hal yang perlu diperhatikan: biaya, keamanan, kondisi barang yang dikirim (barang pecah belah, barang yang sangat besar ukurannya, dan lain-lain)
  - Metode pengiriman: lewat pos, pengiriman langsung ke rumah pelanggan, dan online
  - Distribusi fisik vs digital

# Transaksi B2C (*Internet Shopping*)

## (contd-7)

- Contoh pendistribusian produk fisik dan digital:

<b>Contoh Produk</b>	<b>Distribusi Fisik</b>	<b>Distribusi Digital</b>
Perangkat lunak	Dikemas khusus	FTP, unduh langsung, email
Majalah/surat kabar	Langganan rumah/toko	WWW, e-zine
Kartu ucapan	Toko	Email, link ke kartu
Gambar	CD-ROM, majalah	WWW, unduh
Film	VCD, DVD, VHS	MPEG, RealNetwork, QuickTime
Musik	CD, Kaset	MP3, RealAudio

# Transaksi B2C (*Internet Shopping*) (contd-8)

- Purna-jual (*after-sales*):
  - Layanan purna-jual dapat diberikan secara online (misal: pembelian *software*)

# Pengembangan Sistem E-Commerce

1. **Website sederhana** dengan tujuan untuk memperkenalkan perusahaan dan produk kepada konsumen, sekaligus meningkatkan pelayanan kepada pelanggan.
2. **Product cataloging**, penyimpanan sebagian besar/seluruh produk perusahaan dalam basisdata yang terkoneksi pada internet yang memudahkan perusahaan dalam memelihara data produk yang ada dan memungkinkan pencarian produk secara interaktif tetapi belum sampai kepada pembayaran secara *online*.
3. **Full e-commerce** dengan kemampuan *product cataloging* ditambah dengan kemampuan untuk menerima pembayaran secara *online* dan proses-proses lainnya secara *online*.

# Aturan dalam Pengembangan

- Menawarkan sesuatu yang bernilai
- Menawarkan produk atau layanan dengan harga pantas
- Penggunaan website yang menyenangkan dari segi estetika, mudah digunakan dan cepat, memotivasi orang untuk mengunjunginya, betah, dan kembali mememanfaatkannya
- Keberadaan website harus diumumkan agar semakin banyak pengunjunginya sehingga diharapkan jumlah pembeli juga meningkat.

# Sub-Sistem dalam E-Commerce

- 1. Inventory Management System*
- 2. Profile Management System*
- 3. Ordering Management System*
- 4. Shipping/Delivery Management System*
- 5. Reporting System*

# Sub-Sistem dalam E-Commerce

## (contd-2)

- *Inventory Management System:*
  - Mengelola informasi mengenai produk yang dijual
  - Informasi berupa: nama dan deskripsi produk, harga, kuantitas, dll
  - Fitur: katalog produk, informasi rinci dari produk, pencarian produk secara cepat, pengawasan stok, dll

# Sub-Sistem dalam E-Commerce

## (contd-3)

### ■ *Profile Management System:*

- Mengelola informasi mengenai pelanggan
- Informasi dapat berupa: nama, alamat, nomor telepon, nomor kartu kredit (opsional), dll
- Fitur: registrasi pelanggan, pengubahan profil pelanggan, pelacakan kata sandi, pengiriman tanggapan, promosi, dll

# Sub-Sistem dalam E-Commerce

## (contd-4)

- *Ordering Management System:*
  - Menerima dan memroses pemesanan
  - Informasi dapat berupa: produk yang dipesan, harga pembelian, kuantitas produk, tanggal pemesanan dan pengiriman, status pemesanan, dll
  - Terkait erat dengan **inventory dan profile**
  - Fitur: shopping cart, pembayaran, histori pemesanan, dll

# Sub-Sistem dalam E-Commerce

## (contd-5)

- *Shipping/Delivery Management System:*
  - Mengelola pengiriman produk dan status
  - Dua cara penerimaan produk: unduh langsung, jasa agen pengiriman
  - Terkait erat dengan **Profile dan Ordering Management System**

# Sub-Sistem dalam E-Commerce

## (contd-6)

### ■ *Reporting System:*

- Menghasilkan laporan sesuai dengan yang diinginkan
- Contoh: seberapa tinggi tingkat penjualan dalam suatu periode, besarnya laba yang dicapai, distribusi laba pada tiap produk, siapa pelanggan terbaik
- Fitur khusus: membantu peramalan (*forecasting*), membantu pembuatan keputusan, membantu penelaahan pola perilaku pelanggan

# Aplikasi E-Commerce

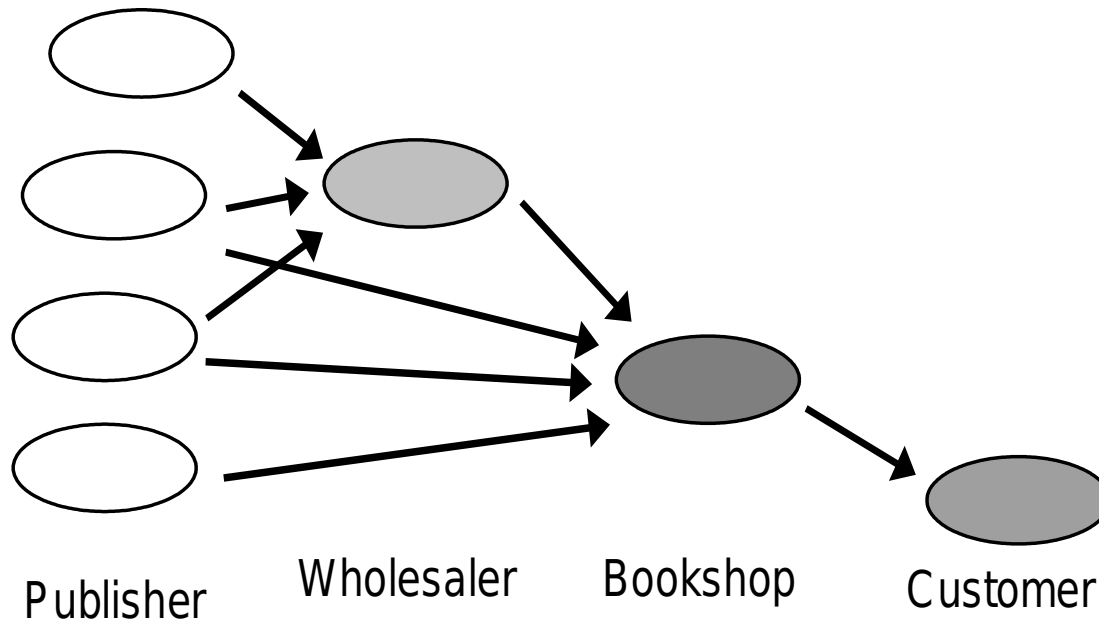
- *Internet Bookshops*
- *Grocery Supplies*
- *Internet Banking*

# *Internet Bookshops*

- One of the first applications of e-Commerce
  
- Books have four advantages for the online retailer:
  - They can be adequately described online.
  - They are moderately priced.
  - Many customers will wait for delivery.
  - Delivery is manageable/affordable.
  
- Reactions of other players have included:
  - Large existing players that set up their own e-Bookstores;
  - New operators have entered the online market;
  - Conventional bookshop have been up-rated.

# Internet Bookshops (contd-2)

- All bookshops have two main sources of supply:
  - Book wholesalers.
  - Direct supply from the publisher.  
(some e-fulfilment is direct from the wholesalers)



# *Internet Bookshops (contd-3)*

## ***Requirements/Facilities***

- *Warehouse (as opposed to retail) premises*
  
- *Packaging and despatch*
  
- *IT infrastructure / Web site:*
  - *A large database of books.*
  - *A search engine for author, title, subject, etc.;*
  - *Online access to details of stock*
  - *Record of the readers' interest*
  - *Integration into the supply chain*

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# *Internet Bookshops (contd-4)*

## **Examples**

- Amazon [www.amazon.com](http://www.amazon.com),  
[www.amazon.co.uk](http://www.amazon.co.uk)
- Barnes and Noble [www.barnsandnoble.com](http://www.barnsandnoble.com)
- Bertelsmann AG [www.bol.com](http://www.bol.com)
- Blackwell [www.bookshop.blackwell.co.uk](http://www.bookshop.blackwell.co.uk)
- Chapters [www.chapters.ca](http://www.chapters.ca)

# Internet Bookshops (contd-5)

## amazon.com

amazon.com

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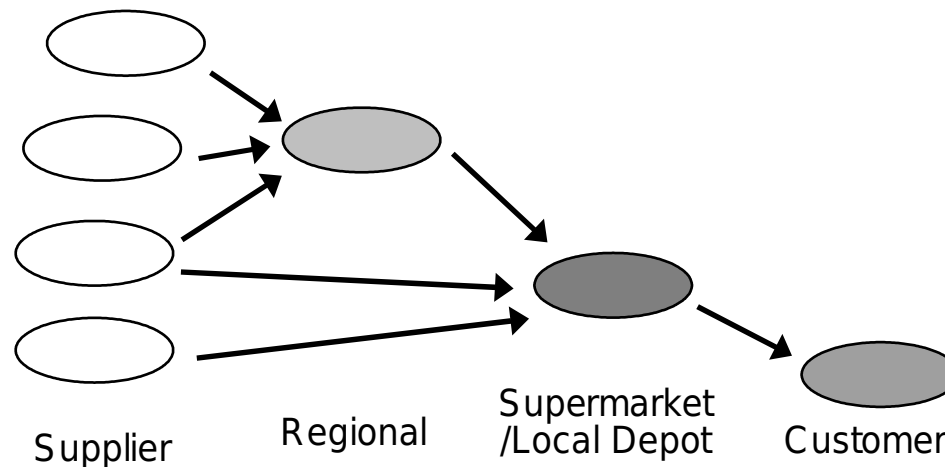
- *Amazon opened for business in July '95*
- *By 1999 Amazon had:*
  - *Four despatch bases in the US*
  - *Operations in Germany and the UK*
- *As of 1998, turnover was US\$610 million (a growth of 313% over the previous year).*
- *Amazon has never made a profit:*
  - *The loss for the third quarter of 1999 was US\$79 million on sales of US\$356 million.*
- *Amazon has diversified into selling:*
  - *Recorded music*
  - *Videos*
  - *Electronic equipment*
  - *and several other product areas*

# Grocery Supplies

- *Going to the supermarket can be just a chore - how much easier if, with just a few clicks of the mouse, the weekly shop could be done.*
- *The logistics of an online supermarket are a bit different from other online stores:*
  - *The supermarket stocks several thousand lines*
  - *The customer may well select (say) 60 of them.*
  - *Groceries are both bulky and perishable*
  - *Common practice is to arrange a delivery slot with the customer.*

# Grocery Supplies (contd-2)

- *The home delivery grocery business requires local depots and it needs the same supply chain infrastructure, co-ordinated by EDI, that the supermarkets have in place.*
- *A home delivery operation can use a depot rather than a retail facility. However many existing players are using their local retail facilities for e-fulfilment.*



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# *Grocery Supplies (contd-3)*

## ***Examples***

- Peapod [www.peapod.com](http://www.peapod.com)
- Homestore [www.homestore.com](http://www.homestore.com)
- Sainsbury [www.sainsbury.co.uk](http://www.sainsbury.co.uk)
- Tesco [www.tesco.net](http://www.tesco.net)

# Grocery Supplies (contd-4)

## **peapod.com**

Peapod.com

TM

- *Peapod started selling groceries in 1989.*
- *Peapod depots stock a full range of groceries.*
- *Items can be found through the classification / menu system or using a search.*
- *Shopping lists can be stored.*
- *Orders have to be put in at least a day in advance of delivery time.*
- *Peapod currently operate in six metropolitan areas in the US.*
- *Peapod is a software company – the depots are operated as franchises.*

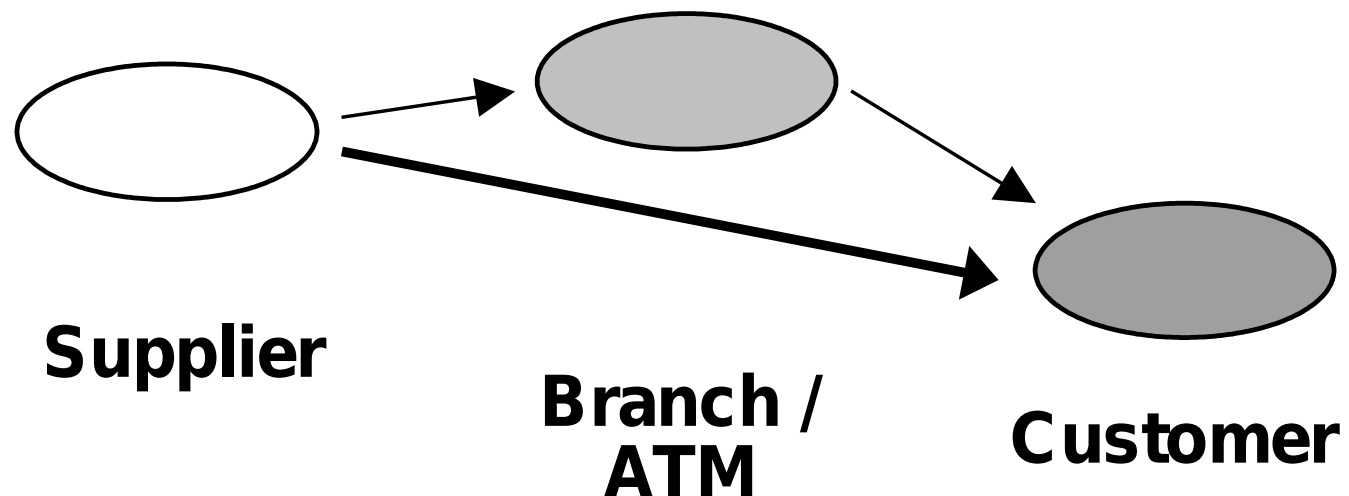
# Internet Banking

- *Customer services typically include:*
  - *Online balances and statements.*
  - *Credit transfers so that bills can be paid online.*
  - *Maintenance of standing orders and direct debits*

*... but exclude any transactions involving cash*
- *For the bank, online transactions are cheaper than telephone banking and much cheaper than branch transactions.*

# Internet Banking (contd-2)

- *Using e-banking reduces usage of the branch network (although a branch or ATM machine will still be required).*



- *For online banking, security is obviously an issue.*

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# *Internet Banking (contd-3)*

## ***Examples***

- Bank of Scotland: [www.rbs.co.uk](http://www.rbs.co.uk)
- The Co-operative Bank: [www.smile.co.uk](http://www.smile.co.uk)
- First National Bank of the Internet:  
[www.fnbinternet.com](http://www.fnbinternet.com)

# Internet Banking (contd-4)

## smile.co.uk



- *The Co-operative Bank:*
  - *Grew out of the Co-operative movement*
  - *Has about a 5% UK market share.*
  - *Has a very small branch network.*
- *The bank's online offering is called 'smile' ☺. (one of the UK's first operational online banks)*
- *Smile's banking service include:*
  - *A full range of accounts;*
  - *Online money transfer;*
  - *Flexible paying in arrangements;*
  - *Online payment of bills;*
  - *Standing orders and direct debits;*
  - *Use of ATM machines;*
  - *Conventional cheques;*
  - *A guarantee of reimbursement*