

Comparative Analysis of Consumer Experience Against Business Strategy in E-Commerce: Case Study of Shopee and Tokopedia

Lukman Hakim¹, Inna Sabilly Karima², Rahmat Oktavian³, Muhammad Riski Muarif^{4*}, Ahmad Hidayat⁵

¹ Informatics Engineering, Universitas Mercu Buana, Indonesia

*Coressponden Author: riskimuarif05@gmail.com

Abstract - The purpose of this research is to compare customer experiences in e-commerce. Electronic commerce is a global phenomenon that has changed the way businesses interact with consumers. It involves buying, selling and exchanging goods and services through online platforms. E-commerce has grown rapidly along with advances in information technology in business strategies. However, the challenges faced in e-commerce include the security of online transactions, intense competition, and the need to build customer trust. Examples of e-commerce are SHOPEE, LAZADA, TOKOPEDIA and others. It's just that in this research the researcher will compare the 3 studies in terms of customer experience. SHOPEE, LAZADA AND TOKOPEDIA are three e-commerce platforms operating in Southeast Asia, including Indonesia. By using quantitative methods

Keywords :

E-commerce;
Business;
Customer;

Article History:

Received: 03-06-2024
Revised: 09-06-2024
Accepted: 10-06-2024

Article DOI : [10.22441/collabits.v1i2.27242](https://doi.org/10.22441/collabits.v1i2.27242)

1. INTRODUCTION

E-commerce means electronic business. This means that all transactions are carried out electronically. E-commerce can also be done using television or telephone. However, electronic commerce was enhanced with the Internet. An example of the rapid development of e-commerce in Indonesia is the establishment of online shopping stores such as Shoope and Tokopedia.

According to Laudon & Laudon, e-commerce refers to the execution of business operations over the internet. More simply, e-commerce encompasses different types of business conducted online over the Internet, accessible through computers, laptops, and even smart phones. E-commerce provides a wide array of services, including the purchase of transportation tickets, payment of utility bills such as electricity and water, as well as participating in banking and investment activities.

E-commerce operates in a variety of models, including business-to-business (B2B), business-to-consumer (B2C), consumer-to-business (C2B), and consumer-to-consumer (C2C). Understanding the concept and various forms of e-commerce may arouse curiosity about its rapid emergence and development in Indonesia. Internet service providers (ISPs) first appeared in Indonesia in 1994, as revealed by Daniel, founder of the Indonesian E-Commerce Association.

In addition, designing a business strategy involves a series of deliberate actions to achieve the goals and objectives of the company. In formulating the strategy, the company must form mature policies and guidelines. This

step is very important because it empowers companies to gain a competitive advantage in the business world.

E-commerce has many problems that can arise, including fierce competition, data security, logistics, refunds, product quality. In preventing this problem there is a solution that will be useful for e-commerce marketing including the use of SSL certificates, effective and excellent services, having control policies in funds that are easy to return, improving product quality so that there is attraction to consumers, looking for a qualified IT team against data corruption.

2. LITERATURE REVIEW

Research Hypothesis 1: User Satisfaction Comparison.

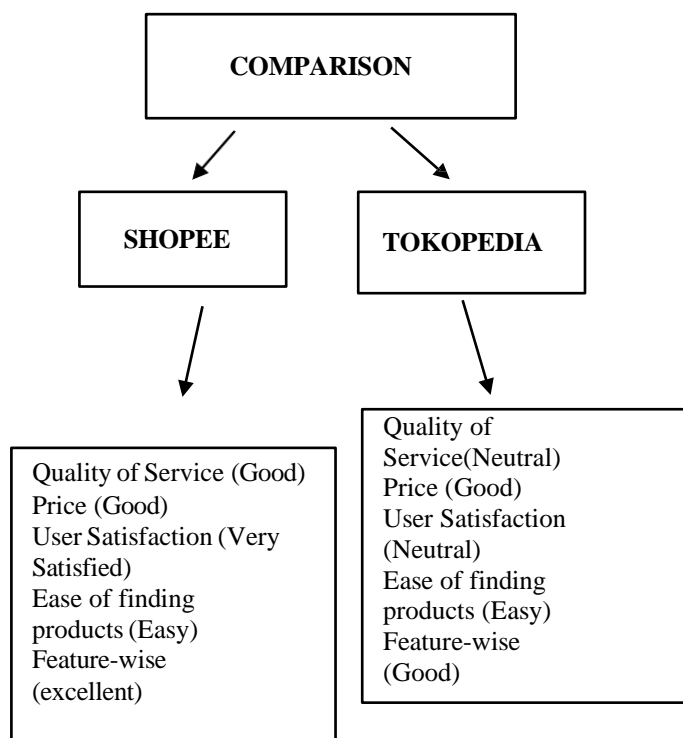
Main Hypothesis: Shopee application users are more satisfied than Tokopedia application users.

Alternative Hypotheses:

1. H0 (Zero Hypothesis): There is no significant difference in the level of satisfaction between Shopee application users and Tokopedia application users.
2. H1 (Alternative Hypothesis): There is a significant difference in the level of satisfaction between Shopee application users and Tokopedia application users.

Research Hypothesis 2: The Effect of Discounts and Promotions on Purchasing Decisions

Main Hypothesis: Discounts and promotions are more influential on purchasing decisions on Shopee than Tokopedia.



3. METHODOLOGY

In this study using research methods in the form of quantitative methods. Quantitative methods are analytical methods that use many numbers. From the process of data collection and its interpretation. At the same time, the investigative process involves a thorough and thorough examination of all facts.

Written in the book Physical Education Quantitative Research Methodology (2018) by Untung Nugroho, quantitative research is a type of research that is systematic, planned, and structured. Many people say that the number system is a traditional system. Because numerical methods have been used for a long time and have become traditional in research.

Population and Research Sample

The population and sample of the study are examples to ensure the validity and relevance of the findings. This population will later become the focus of a study. The population is a comparison of consumer experience against e-commerce business strategies: case studies of shopee, lazada, and tokopedia. While some of the meanings of subjects in the population to be studied, of course, have been able to represent the population. Then the sample is Mercu Buana University students as e-commerce consumers. Then if you want to find a sample, you can use the slovin formula. The Slovin formula is used if the population you are studying is less than 1000 people.

$$n = \frac{N}{1 + Ne^2}$$

Figure 1.3 Slovin formula

n = sample
 N = population
 e = error rate, for quantitative research using the 10% rate

4. RESULTS AND DISCUSSION

E-commerce stands for electronic business or businesses that use electronic media, namely online businesses and services. Ecommerce marketing practices refer to ecommerce marketing strategies aimed at driving sustained traffic to an online business to generate sales. Fruhling and Digman (2000) state that e-commerce involves using the Internet as a distribution channel to market and sell products and services to consumers.

Electronic commerce or E-commerce is the distribution, buying, selling, selling of goods and services over the Internet. E-commerce is also a part of e-commerce, which is not only business- broad, but also includes cooperation with business partners, customer service, job openings, and others. In addition to technology, e-commerce also requires data storage technology, electronic information (email), and other types of non-computer technology. Some examples of e-commerce applications in Indonesia.

Almost all products, including services, are available on the Internet: food, music, books, household products, airline tickets, investments can be purchased through e-commerce. This is why the advancement of e-commerce technology is considered an economic breakthrough. The way e-commerce itself is very different, ranging from television, telephone, and the internet.

HISTORY OF SHOPEE AND TOKOPEDIA

Shopee is website e-commerce head quartered in Singapore owned by Sea Limited (formerly known as Garena), which was founded in 2009 by Forrest Li. Shopee first launched in Singapore in 2015, and has since expanded its reach to Malaysia, Thailand, Taiwan, Indonesian, Vietnamese and Philippines. Starting in 2019, Shopee has also been active in the country Brazil, making it the first country in South America and outside Asia that Shopee visits. Shopee itself is led by Chris Feng, a former Rocket Internet employee who once led Zalora and Lazada. In 2015, Shopee was first launched in Singapore. Shopee first launched as a consumer to consumer (C2C) marketplace. But now they have switched to a hybrid C2C and business to consumer (B2C) model since launching Shopee Mall, which is an online store platform for well-known brands.

In 2017, the platform recorded 80 million app downloads with over four million sellers and over 180 million active products. In the fourth quarter of 2017, Shopee reported a gross trade value (GMV) of US\$1.6 billion, up 206 percent from a year earlier. Shopee had a total GMV value in 2018 of US\$2.7 billion, up 153 percent from 2017.

In Malaysia, Shopee became the 3rd most visited e-commerce portal in Q4 2017, replacing Lelong and surpassing Lazada's ranking as the best app on Google Play and iOS App stores.

Similarly among consumers in Indonesia, a survey conducted in December 2017 by TheAsianParent revealed

that Shopee is the first choice shopping platform for mothers in Indonesia (73%), followed by Tokopedia (54%), Lazada (51%), and Instagram (50%).

In April 2020, Shopee Indonesia began promoting ready-to-eat food sales on the Shopee platform to become the third player to compete with Gofood and GrabFood. The program, named ShopeeFOOD, has recruited more than 500 food sellers in the Jakarta area.

PT Tokopedia is an Indonesian technology company with a mission to equalize the digital economy in Indonesia. The company's vision is to create an ecosystem where anyone can start and discover anything. Until now, Tokopedia is one of the most visited marketplaces by Indonesians.

Tokopedia also supports Micro, Small and Medium Enterprises (MSMEs) and individuals to develop their businesses by marketing products online with the Government and other parties. One of the collaboration programs initiated by Tokopedia is the annual MAKERFEST event held since March 2018. On May 17, 2021, Tokopedia and Gojek Officially announced the merger and formed GoTo Group. Name Goto itself comes from the abbreviations Gojek and Tokopedia and also comes from the word gotong-royong with a mission to encourage change. In 2023, Tokopedia has empowered more than 14 million registered sellers, offers more than 40 digital products that can make life easier, and has more than 1.8 billion products listed.

ADVANTAGES AND DISADVANTAGES OF SHOPEE AND TOKOPEDIA

Who doesn't know shopee? The largest marketplace site in Indonesia is the most popular site and commonly used for shopping in Indonesia. As a new businessman, it would be nice for us to analyze first, what are the advantages and disadvantages of shopee to sell.

Advantages of Selling on Shopee

What are the advantages of selling on Shopee? Check directly below :

a. Lots of Traffic

Remember the first time I did business in this marketplace. Only one month after I was in this marketplace, the traffic was almost the same as visitors on my website. A count that I think is fantastic for a store that has just been created. With a lot of traffic, indirectly you will definitely get a large number of orders.

b. User-friendly System

Using this marketplace is very easy. Even if ordinary people who are new to e-commerce, using this application to trade online is very easy to use both from the android application and the website version. In addition, opening a store through this application is very easy. You don't need to prepare business documents or letters to sell through the Shopee application, just click start selling then your store can be done.

c. Existence of Award Features for Sellers

Sellers on Shopee have many criteria and ranks. An example is a seller with a star label, of course, this is very beneficial for the seller, because if we get the

label tag, of course, the impact is also a plus in the eyes of consumers.

d. Can Make Complaints Via Live Chat

Shopee really appreciates sellers who join it. If we have questions that need to be asked or there are problems, then Shopee CS will serve us 24 hours.

Disadvantages of Selling on Shopee

In addition to advantages, selling on Shopee also has disadvantages. Among them are:

a. Highly Uncontrolled Prices

For sellers who want to trade here, but the goods we have come from the supplier, they will immediately scream to see the price competition offered. In fact, many large factories have opened businesses and sell directly in this marketplace. So it is not surprising, small traders have to give in.

b. Old Accounts Tend to Be the Winners of the Competition

As we mentioned above, there is an appreciation that provides star tag features or others besides that it is an advantage also indirectly a disadvantage. This is because it will be very unprofitable for sellers who have just joined, because it takes extra hard work to compete with competitors who have joined earlier.

c. Image Uploads That Sometimes Fail

This is often the case lately, because Shopee may need a fast network, this problem may often occur. Not only images, sometimes notifications and chats also sometimes have a delay when we open them.

d. Expensive Discounts (Admin Fees)

Compared to other marketplaces, the discount for selling on Shopee according to the personal admin is very large. Maybe because this marketplace is number one in our country, so the costs we bear are also proportional to the traffic or visitors we get.

Si ijo is famous for its electronics, Tokopedia. Who doesn't know Tokopedia? This application is the number two marketplace used in Indonesia. Okay, let's just discuss the advantages and disadvantages of this one application.

Advantages of Tokopedia for Selling

Here are the advantages of Tokopedia for selling, check below:

a. Very Easy to Use Application

If we compare with the two applications that have been and will be reviewed next, Tokopedia in my opinion is number one in terms of ease of use. Even this application has a feature to copy existing products aka duplicate them. This will certainly make it very easy for us in terms of maintenance of our store.

b. Many Sultan Users

Immediately without further ado, according to the personal admin many users or users of this application have financial that is more or less relatively more money than the two applications above and below. This can be concluded because indeed Tokopedia payment methods are very very many and also Tokopedia is famous for its electronic image.

c. Relatively Less Deduction (Admin Fee)

As a seller, of course, getting the maximum profit is the purpose of selling. This is what I think is a plus point of this application, namely the discount or admin fee charged to the sellers is not too big.

Disadvantages of Tokopedia to Sell

In addition to having advantages, Tokopedia also has disadvantages including:

- a. Products That Have A Lot Of Traffic Are Certain Products

Not all products that we sell have a lot of traffic, even though this application is number two that is widely used in Indonesia. For that, try to find out more deeply whether the products we sell have many enthusiasts in this application. The trick is to see the sales of competitors whether there is a lot of demand or not.

User satisfaction;

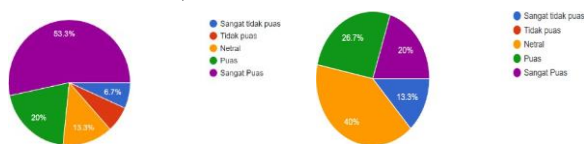


Figure 1.4.3 E-Commerce selection results Case Study: Shopee and Tokopedia

From the survey results above, many people are more satisfied using the shopee application with gains at 53.3% very satisfied compared to tokopedia with results of 20% very satisfied. So it can be concluded that Mercu Buana University students are more satisfied using the shopee application.

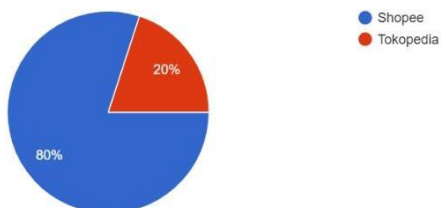
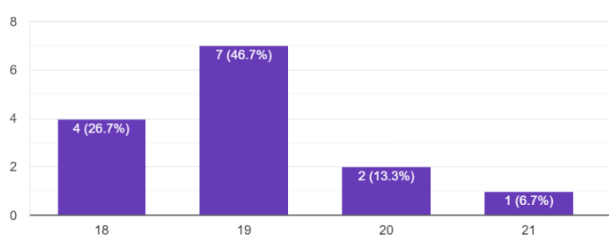


Figure 1.4.4 E-Commerce selection results Case Study: Shopee and Tokopedia

From the survey results above, many people prefer to use shopee with 80% results compared to tokopedia which has 20% results, and from the survey results why many people choose shopee as the application they use, they like some of its features such as item search features, product reviews and also payment methods.

Characteristics of Respondents

Some of the characteristics of respondents who use e-commerce marketplace at Mercu Buana University based



on their age are as follows.

Table 1.4.4 Characteristics of e-commerce marketplace users

5. CONCLUSION

This study aims to compare consumer experience against business strategies on e-commerce platforms Shopee and Tokopedia. Based on the results of the study, some of the main findings can be concluded as follows:

User Satisfaction: Shopee shows a higher level of user satisfaction than Tokopedia. The majority of respondents (53.3%) are very satisfied with the shopping experience at Shopee, while only 20% of respondents are very satisfied with Tokopedia.

Effect of Discounts and Promotions: Discounts and promotions are more influential on purchasing decisions at Shopee compared to Tokopedia. This shows that Shopee's promotional strategy is more effective in attracting and retaining consumers.

Effectiveness of User Interface (UI) and User Experience (UX): Tokopedia is considered to have a better UI and UX in facilitating users compared to Shopee. Despite this, users still prefer Shopee due to other factors such as more attractive promotions and discounts.

REFERENCE

- [1] "Tech in Asia - Connecting Asia's startup ecosystem". www.techinasia.com. Retrieved 2018-11-22.
- [2] "The Largest Shopee Transaction in Indonesia in ASEAN | SWA.co.id". SWA.co.id. 2015-12-02. Retrieved 2018-11-22.
- [3] "Tech in Asia - Connecting Asia's startup ecosystem". www.techinasia.com. Retrieved 2018-11-22.
- [4] "Chris Feng - IESE". IESE. Archived from the original on 2018-11-22. Retrieved 2018-11-22.
- [5] "eIQ Insider: The Natural Progression of C2C Business Models, Garena Shopee's Venture into B2C". [ecommerceIQ - Ecommerce in Southeast Asia, Reports, Data, Insights](http://ecommerceIQ.com). 2017-05-22. Archived from the original on 2018-04-18. Retrieved 2018-11-22.
- [6] Komalawati, Euis (2021). "Utilization Of Financial Technology Services Media in Improving Customer Satisfaction PT. Shopee International Indonesia". *Ilomata International Journal of Social Science (IJSS)*. 2 (3): 204. ISSN 2714-8998. <https://www.nst.com.my/business/2017/11/306106/shopee-records-80-mil-downloads-over-2-years>
- [7] Jimenez, Neil. "Shopee is now the biggest e-commerce website in Southeast Asia!". *GIZGUIDE | Your Gadget Coach*. Retrieved 2019-01-04.

- [8] "Who leads e-commerce in Malaysia? Lazada or Shopee?". e27. Retrieved 2018-11-22.
- [9] Tay, Vivienne. "Shopee found to be the most popular e-commerce site for Indonesian mothers". Marketing Interactive. Retrieved 2018-11-22.
- [10] "Assessing the Impact of COVID-19 on the Southeast Asian E-commerce Marketplaces in 2020". M2 Insights. Archived from the original on 2020-07-13. Retrieved 2018-05-08.
- [11] "Assessing the Impact of COVID-19 on the Southeast Asian E-commerce Marketplaces in 2020". M2 Insights. Archived from the original on 2020-07-13. Retrieved 2018-05-08.
- [12] "Indonesian e-commerce platforms unleash new services to boost sales during Ramadan". KR Asia. Retrieved 2018-05-08.
- [13] "Tokopedia.com Site Info". Alexa Internet. Amazon.com. Archived from the original on 2018-04-30. Retrieved September 09, 2020.
- [14] "Tokopedia's Long Road to Become an Indonesian Unicorn". SWA.co.id. 2018-03-08. Retrieved 2018-12-10.
- [15] Moenanto, Gede (2018-12-07). "Tokopedia and Shoppe Most Visited and Purchased". Tribunnews.com. Retrieved 2018-12-10.
- [16] Susilawati, Grandson (2022-06-30). "IS TOKOPEDIA HALAL GREETINGS?". *Ash-Shari'ah*. 24 (1): 57–72. DOI:10.15575/AS.V24i1.17019. ISSN 2654-5675.
- [17] Mamduh, Naufal. "Tokopedia-Bekraf Launches Maker Fest 2018". Tirto.id. Retrieved 2018-12-10.
- [18] Laucereno, Sylke Febrina (2021-05-17). "Gojek-Tokopedia Merger, This is the Board of Directors". detikcom. Retrieved 2021-05-17.
- [19] Tim (2021-05-17). "The Origin of the Name Goto, the Results of the Gojek-Tokopedia Merger". detikcom. Retrieved 2021-05-17.
- [20] <https://www.infoteknikindustri.com/2021/05/kelebihan-kekurangan-shopee-tokopedia-lazada.html>
- [21] <https://aksiologi.org/index.php/gemahripah/article/view/235/374>
- [22] <https://jurnal.ittc.web.id/index.php/jibs/article/view/384/360>