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SUSTAINABILITY STUDIES

in the industry 4.0
and society 5.0 era.

AN ANALYSIS ON B2C E-COMMERCE B2C THROUGH POSITIONING APPROACH

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ABSTRACT

E-commerce is one way to conduct sale/purchase transactions which are carried out directly without intermediaries and carried out online. B2C e-commerce is a concept that is currently gaining attention especially for SMEs engaged in retail that use the Business to Consumer (B2C) concept. Positioning is important for companies to know the image of SME products on consumers. The purpose of this study is to determine the effect of ease of use and information quality on the positioning of B2C e-commerce of Lazada. There are 145 respondents in SME of Malang Raya who use B2C e-commerce. Data analysis techniques use SEM and data are collected by survey methods with questionnaires. The results of the study are the influence of ease of use on positioning through information quality. Moreover, information quality is able to mediate ease of use to get the best positioning value.

Keywords : e-commerce, B2C, ease of use, information quality, positioning

INTRODUCTION

E-commerce is a marketplace that offers convenience in shopping online using smartphone media with the advantage of making it easier for consumers to buy products sold online (Rachman and Ariyanti, 2018). Besides, e-commerce has multiple payment facilities and COD payment types through the process of buying, selling, exchanging goods, services, and information (Turban et al., 2012). E-commerce allows transactions whenever and wherever they want (Saniya, 2014). The concept of B2C (business to consumer) is e-commerce in which the sale and purchase of products/services is carried out directly without an intermediary. B2C is general so that it can be used by many people who use the system. So the B2C concept is much in demand by interested business people. According to Schmitz and Latzer (2002) B2C e-commerce is interpreted as heterogeneous composite goods. Lazada is one of e-commerce that is in demand and is trusted by the community because it carries B2C (Supriyanto, 2016). Based on B2C e-commerce map presented in Figure 1 about the order of big e-commerce players on April 2019, Lazada gets rank 4 on the AppStore and PlayStore.

Telusuri Persaingan Toko Online di Indonesia

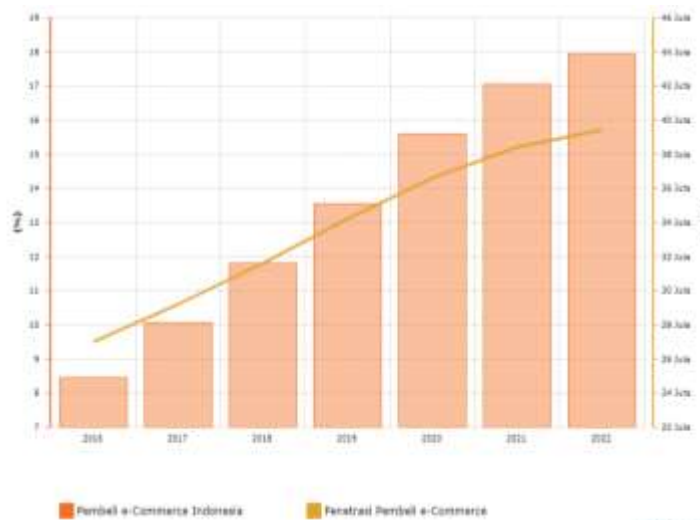
Filter berdasarkan: Business to Consumer Type Toko Asal Toko Pilih Data per Kuartal: Q1-2019

Toko Online	Perdagangan Rata-Rata Bulanan	Rating Pengguna Pengguna	Rating Produk Produk	Twitter	Telegram	Facebook	Lombak Pengguna Pengguna
1 Lazada	52,294,500	44	40	345,000	1,112,000	26,340,000	2,212
2 Toki	32,387,200	47	46	483,000	627,400	6,314,800	1,217
3 JD ID	10,656,900	45	45	22,800	406,300	776,800	1,021
4 Dikari	8,380,600	43	43	4,200	72,900	367,600	106
5 Socidika	4,628,300	49	49	700	442,800	4,900	157
6 Zalora	4,343,000	46	46	14,800	337,500	27,193,000	446
7 Blibli	3,448,100	43	43	71,600	46,200	1,029,400	547

Source: iprice.co.id (2019)

Figure 1. Data of Top B2C E-commerce Sites in Indonesia

Figure 2 presents the projected buyers and penetration of Indonesian digital buyers data from katadata.co.id and Indonesia's e-commerce is the largest in the Southeast Asian. Indonesia's digital retail sales reached US \$ 5.29 billion (the highest achievement compared to the e-commerce retail sales of ASEAN countries).



Source: katadata.co.id (2016-021)

Figure 2. Projected Digital Buyer Penetration in Indonesia.

Product positioning is one of SME companies' decisions that try to achieve a brand image for customers and to compete with other e-commerce competitors. Positioning has a strong influence on the success of the brand image in the long period because it is used to minimize the failure of the company and know its position (Rachman and Arianti, 2018).

The problems faced are (1) how is the effect of Ease of use to positioning on B2C Lazada e-commerce?, (2) How is the effect of information quality to positioning on B2C Lazada e-commerce?. (3) How is the effect of Ease of use and information quality to positioning on B2C Lazada e-commerce ?. The research objectives are (1) to determine the effect of Ease of use to positioning on B2C Lazada e-commerce, (2) to determine the effect of information quality to positioning on B2C Lazada e-commerce. (3) to determine the effect of ease of use and information quality to positioning on B2C Lazada e-commerce.

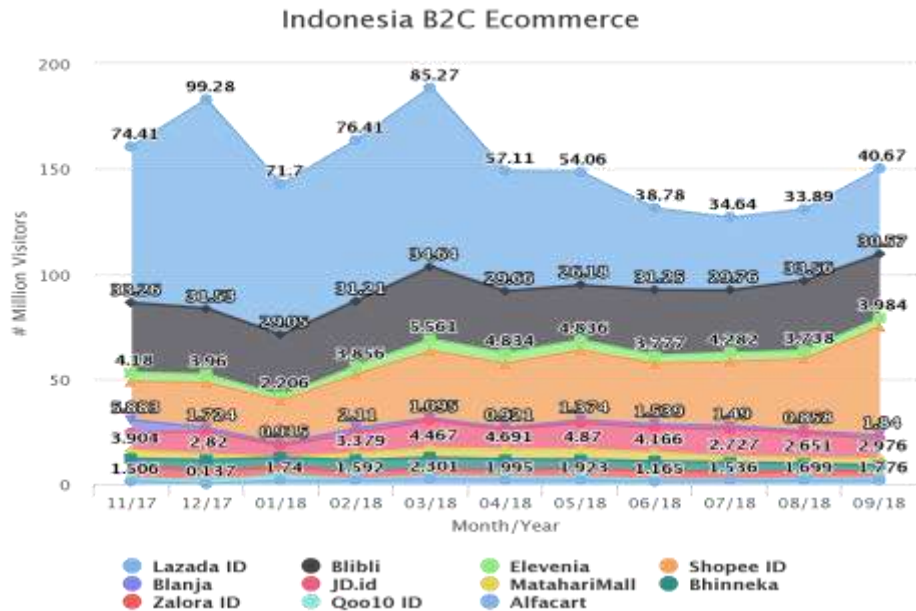
LITERATURE REVIEW

E-Commerce is a business activity that involves consumers, manufactures, service providers, and intermediaries using internet network (Loudon and Loudon, 1998). Exchange of business information electronically is part of e-commerce. According to Turban and King (2002), the classifications of e-commerce based on the nature of transactions are B2B, B2C, B2B2C, C2B, C2C, m-Commerce, intrabusiness e-commerce, B2E, collaborative commerce, non-business e-commerce, e-government .

Positioning is a STP marketing strategy process that is carried out on mental conditions and activities to place the product image in the minds of consumers (Rangkuti, 2004). There are four criteria to determine positioning based on a 4Cs diamond study with a sustainable marketing enterprise model including customers, companies, competitors, and change (Hermawan et al., 2004 in Razak, 2014). Companies implementing positioning will be able to differentiate the products they have with other competitors.

B2C e-Commerce has characters such as information open to the public; services are general; services are presented according to consumers wishes; and the client/server approach is often used. Lazada is a company which buying and selling process on online services and as an e-commerce retail company. Lazada meets people needs of online shopping in various categories and was established on March 15, 2012 (Lazada.co.id). Lazada is the most popular e-commerce website because based on October 2018 data on average B2C website visitors in each quarter and application rankings collected by e-commerce Asia, Lazada get the top

ranking (e-commerceiq.asia). In addition, according to Akbar and Djatmiko (2016) Lazada is the largest online shop in Indonesia.



Source: *E-commerceiq.asia*

The information quality uses indicators; relevant, accurate, timely, and trustworthy. Meanwhile the ease of use uses indicators; understandable, effortless, simplicity of system, appropriateness with user want.

Previous studies supporting this research are Rahman and Ariyanti (2018), Wijiutami and Octavia (2017), Pangaribuan and Sharif (2017), Pavlou, P. A. and Geffen, D. (2002), Stehling and Moorman (2002).

RESEARCH METHODS

The population of this study is SMEs who use Lazada's B2C e-Commerce to sell their products and have been running for 3 years minimum. Besides, the sampling technique uses purposive sampling method. The respondents are 145 SMEs and the numbers are in accordance with Structural Equation Modeling (SEM) and the measurement scale uses an interval scale, namely the Likert scale with a weight numbers 1 - 5. Furthermore, **dependent variable** of the study is the information quality (Y1) and positioning (Y2) whereas the **independent variable** is ease of use (X1). Data collection of the study is used to determine the use of positioning for SMEs in Malang.

RESULTS AND DISCUSSION

1. Test Result of SEM (Structural Equation Modelling)

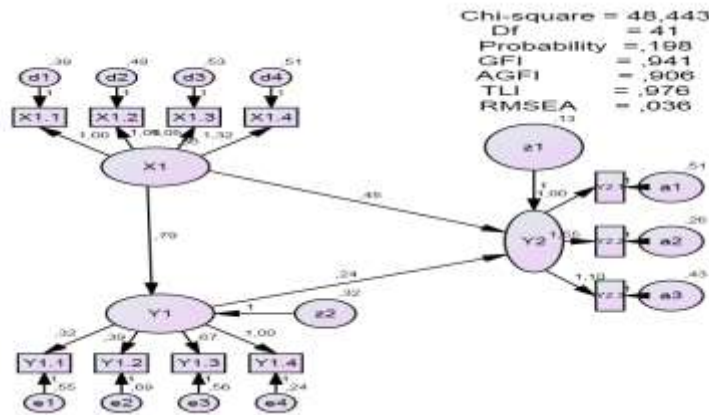


Figure 3. SEM Result

H1: the influence of ease of use (X_1) to information quality (Y_1)

H2 : the influence of ease of use (X_1) to positioning (Y_2)

H3: the influence of information quality (Y_1) to positioning (Y_2)

H4 : the influence of ease of use (X_1) to positioning (Y_2) through information quality (Y_1)

2. Goodness of-fit Index (GFI)

From the results analysis of Structural Equation Modeling carried out using AMOS 16 computer program. For Windows, it is known that all the criteria for goodness of-fit Index fulfill the requirements as shown in Table 1. The t-test (CR) to show the effect of user convenience to positioning through information quality.

Table 1. Goodness of-fit Index and cut off SEM

Criteria	Cut-of Value	Hasil Uji Model	Keterangan
Chi square	Diharapkan kecil	48,443	Good
Probability Significance probability	≥ 0.05	0.198	Good
CMIN/DF	≤ 2.00	1.182	Good
RMSEA	≤ 0.08	0.036	Good

GFI	≥ 0.90	.941	Good
TLI	≥ 0.90	.976	Good

Primary data source processed 2019

Table 2. Hypothesis Testing

	Variabel	langsung	tidak langsung	Total	Prob
ease	→ information quality	0.641			0.000
ease	→ positioning	0.496			0.000
information quality	→ positioning	0.330			0.024
ease	→ Positioning through information quality	0.641	0.330	0.971	

Statistical Significance in alpha level 5%

3. Discussion

The effect of ease of use to information quality. Ease of use which is reflected in the suitable desired can improve the information quality reflected in reliable information. The ease of use exists when existence of what is needed by the user in the information so that it becomes easy to use Lazada's B2C e-commerce. Among them is the need for product identification and the price and the physical condition of the product which is provided in Lazada. In addition, there is a lot of convenience given on the contents of the Lazada application, thus increasing Lazada's rating. This supports the research of this study that ease of use makes it uncomplicated to use because users feel confident that the market place system will minimize the difficulty in ordering SME products needed for Lazada e-commerce users.

The effect of ease of use on positioning. Ease of use that is reflected in the suitable desired can improve positioning which is reflected in the acquisition of the best value. This happens because Lazada users are able to adjust their wants and needs that already exist in the Lazada service and the user's trust in the use of Lazada application. Among them is delivery process of the product purchased and the product quality sold on Lazada in accordance with information given on the product identification.

The effect of information quality on positioning. The information quality reflected in reliable information can improve positioning which is reflected in the acquisition of the best value. This is reflected in comments by Lazada e-commerce visitors who will make a decision whether to buy or not. Especially negative comments that lack relevance for Lazada users give low value and will greatly influence product purchasing decisions on Lazada.

The effect of ease of use on positioning through information quality. Reliable quality information can mediate the ease of use of the system so that it gets the best positioning value. This means that Lazada users by using positioning that is done effectively produces ease in using B2C e-commerce Lazada and will strengthen the positioning position if the information relating to Lazada products matches the needs of Lazada users. High positioning makes ease of users to operate Lazada and enhance Lazada's position if it is able to produce positive comment content through traded product information media

CONCLUSION

B2C e-commerce of Lazada users needs to create a positioning approach using the ease of use of Lazada marketplace and providing an online guide for Lazada e-commerce users. The level of positioning will be strengthened if the information presented in Lazada marketplace is more informative and reliable. The information about the product being traded includes the type of product, product condition, product quality, and attributes of the product as well as information from consumers who have used Lazada through star signs and comments. The popularity of products that are sold online by Malang Raya SMEs will be useless if positioning is ignored.

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