

# Comparison of the Application of E-commerce in Online Versus Offline: Theoretical Review

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**Abstract**—The development of internet technology has positive impact for improving business performance. Social media such as Facebook, Twitter, Instagram can be easily accessed by anyone and enable customers interact with others like face to face communication. Now days, wedding organizer also using social media for marketing activities. Some wedding organizers use Instagram social media as a marketing strategy, because Instagram social media is a way for wedding planners to introduce themselves to the wider community. This study aims to determine the application of E-Commerce affect the perception of ease in the Event Organizer business and determine the application of social media affect the perception of ease in the Event Organizer business. This research uses a qualitative approach with a case study method that will be described descriptively from the results of data collection.

**Keywords**—E-commerce, Social Media, E-WOM, Event Organizer.

## I. INTRODUCTION

ITS ease of accessing anywhere and anytime makes the Internet a media that is often visited by most people, even middle-to-lower circles can easily obtain information from the internet. This has caused the internet to become a popular electronic media for all activities, whether for business or just looking for entertainment. The ease of use of social media causes the internet to be enjoyed the same as real life, the use of Facebook, Twitter, Instagram can be easily accessed by anyone with a conversation like a face to face communication. This makes the behavior of social life in cyberspace began to shift at the level of its use to develop new business plans.

Based on the latest data from the Indonesian internet service association survey, internet users in Indonesia reached 143.26 million people or around 54.68% of the total Indonesian population of 262 million people [1]. Based on the survey results, that number is quite high, because most of the Indonesian people are starting to realize the easy use of the internet, not just looking for information, communication, and entertainment, but as a means to start an online business.

The word-of-mouth phenomenon is believed to be able to encourage purchases by consumers, can influence the community, be efficient because it does not require a large budget (low cost), can create a positive image for the product, and can touch consumer emotions. Because a person's level of trust is believed to be more accurate whenever using the facility makes it easier for some people to trust the review than through an unknown promo how consumers previously enjoyed the facilities offered. Besides, word of mouth

marketing does not require excessive costs, it also benefits the company. in addition to increasing levels of consumer confidence, companies also do not need a larger special budget to introduce their services.

This also becomes an opportunity for a wedding organizer. Some wedding organizers use Instagram social media as a marketing strategy because Instagram social media is a way for wedding planners to introduce themselves to the wider community. Including Wedding Organizer (Wedding Organizer, Event Organizer, Baby Shower, and Decoration) which has been established since 2005, began to expand its business using social media and using E-Commerce as a means of communication to its customers. As well as a quick response in addition to the use of by phone communication, email is also accompanied by complete and detailed making it easier for customers to get an idea of the budget provided accordingly. Wedding Organizer also faces intense competition with the increase in new competitors in this business and this is a very easy choice that can be accessed via the internet.

Reviews that are natural and seem spontaneous will be perceived as honest and voluntary reviews so that it will be more easily trusted by consumers plus if the reviewer is a close friend who has used his services so he knows where the weaknesses, dissatisfaction, and strengths are. Another use of the application of E-Commerce is to make it easier for consumers to find the availability of needs and even help service owners to innovate their business fields so that they continue to develop through social media due to diverse consumer demand.

## II. THEORETICAL REVIEW

### A. E-Commerce

With E-Commerce, consumers who cannot reach or are always meeting can access and see the products or services offered by the service providers via the internet. So that sales of services or products continue as they should, it is not denied that meetings are also important. Theory of e-commerce Loudon (1998) in Yasin, Saseno et al (2018), E-Commerce is a process carried out by consumers in buying and selling various products electronically from companies to other companies using computers as intermediaries for business transactions. Kalakota and Whinston (1997). Types of e-commerce :

1. *Business to Consumer (B2C)*
2. *Business to business (B2B)*

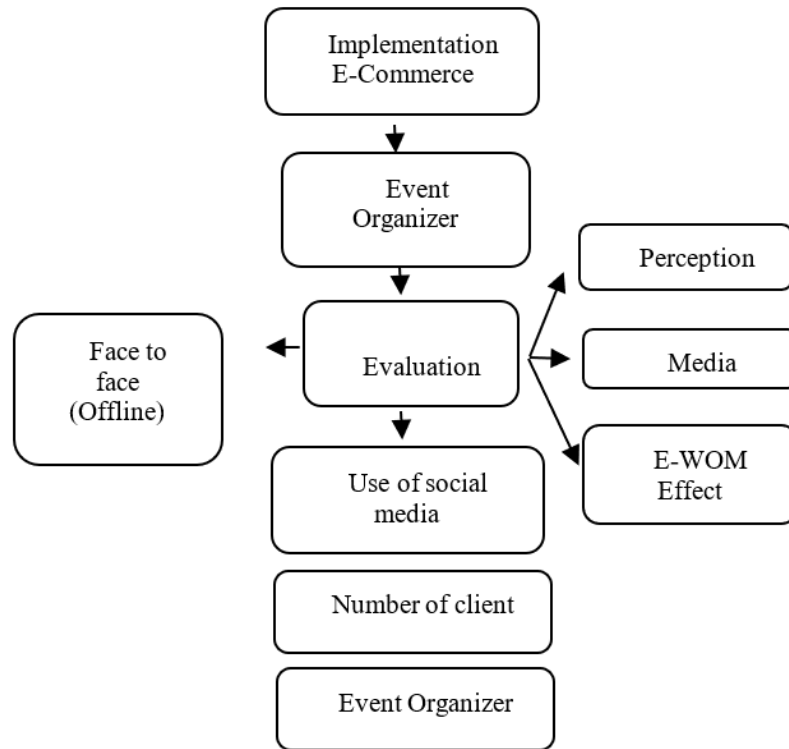


Figure 1. Conceptual Framework

3. Consumer to Consumer (C2C)
4. Peer-to-peer (P2P)
5. Mobile Commerce (M-Commerce)

Electronic Commerce (e-commerce), According to Siregar (2010) in the journal Eka Yunia (2016) is the process of buying, selling or exchanging products, services, and information through a computer network. E-commerce or electronic commerce according to Nugroho (2006) in the journal Eka Yunia (2016) is a new concept of marketing which is usually described as the process of buying and selling or exchanging products, services, and information through information networks including the internet. The ease of accessing the internet is what makes business people take the opportunity to make it easier for consumers to know the services offered.

**B. Social Media**

Promotion through social media can be an efficient step because of its convenience that can be reached by consumers. The affordability of social media sometimes makes life on the internet like in real life, communicating by phone like meeting in person. This convenience makes the behavior of social life used for business people.

Kotler and Keller (2016: 642) define social media as a tool or method used by consumers to share information in the form of text, images, audio and video with others and companies or vice versa. According to Kaplan and Haenlein (2010: 60), social media is an internet-based application group that builds on the ideology and technology of Web 2.0, and enables the creation and exchange of user-generated content, and has changed the lives of individuals and companies in the past decade. Marketing communication is a way for companies to interact both with an internal company

(employees) and external parties (consumers, government, competitors, etc.) to increase sales and maintain the company's image.

Social media is one of the media that facilitates interactive communication between entrepreneurs and anyone, including consumers, and various interested parties, whenever and wherever. Social media is very helpful like a link of information and communication from producers to consumers wherever they are and at any distance. Social media is a very potential media to find consumers and build an image about the brand of a product in the journal Moch Hari et al (2016). So that what the needs of consumers can be helped with complete information from visuals offered by business owners through social media. Decisions can be made more easily with social media

**C. Word of Mouth**

Word of mouth communication (WOM) or communication from mouth to mouth is a communication process in the form of providing recommendations both individually and in groups of a product or service that aims to provide personal information [2].

**D. Perception of Ease**

Referring to Fusilier and Durlabhji (2005: 246) which states that there are factors that affect the perception of ease of use is to feel the ease of using technology to carry out the desired activities, can interact with Mobile Commerce technology does not require a large effort. Jogiyanto (2009) in Setyo Ferry (2015) states the perception of ease of use is defined as the extent to which someone believes that using technology will be free from effort. So someone's trust impacts the decision-making process with information that is easy to use.

### III. METHOD

The paper is conceptual and qualitative in nature. It originated from various previous studies related to the e-commerce. Some previous studies explain the influence of perception of ease, word of mouth and social media used in this study with the e-commerce of wedding organizer.

### IV. RESULT AND DISCUSSION

Based on the theoretical basis and the objectives of previous research and the problems that have been raised then as a basis for formulation can be presented in the framework of thought in the capital in the picture.

Based on previous research, Shabur Miftah Maulana, Heru Susilo, Riyadi (2015), states the results of using e-commerce with software. Openencik in Malang City will help be able to help increase availability and provide information that helps and quickly search for products to consumers. Meanwhile according to Mahir Pradana (2015), Electronic commerce, which is published as e-commerce, is trading products or services using computer networks, specifically using Internet technology. Modern electronic commerce uses the internet to facilitate one part of the life cycle of this transaction but also uses other types of activities, such as operations management or conventional payments. The research from Liliana Dewi, Wilibrodus Alfredo (2019), using offline and online media variables, shows that the Company's results are still lacking

in the promotion strategies that have been carried out and need to try various promotional media such as social media, websites, support, and bazaars.

Based on above framework the researcher intends to analyze the application of E-Commerce in every activity carried out by Wedding Organizer by evaluating whether it is effective to apply e-commerce in communication between customers and service providers, by comparing promos via offline (face to face or certain wedding events) or using online (social media and e-commerce, E-WOM). From the knowledge of the application of E-Commerce and social media begins with gathering all the data - data available. If E-commerce and social media have been successfully carried out, then the next step is to find out whether it is also successful through a face-to-face introduction to Wedding Organizer services.

#### A. Limitation

The lack of theory on preception ease and e-commerce makes the depth of discussion rather limited.

### REFERENCES

- [1] Asosiasi Penyelenggara Jasa Internet Indonesia, "Infografis Hasil Survey Penetrasi dan Perilaku Pengguna Internet Indonesia Tahun 2016," 2016.
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