



EVALUASI ANTESEDEN KESUKSESAN

E-COMMERCE

BERBASIS KOMUNITAS



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KATA PENGANTAR

السلام عليكم ورحمة الله وبركاته

Alhamdulillah wa syukurillah, puji syukur penulis panjatkan kepada Allah ﷻ yang telah memberikan rahmat dan hidayah-Nya, sehingga penulis dapat menyelesaikan buku ini, tak lupa shalawat dan salam penulis haturkan pada Nabi Muhammad ﷺ yang telah membawa umatnya dari zaman kebodohan ke zaman ilmu pengetahuan.

Buku berjudul “Evaluasi Anteseden Kesuksesan *E-Commerce* Berbasis Komunitas” bertujuan untuk mengeksplorasi faktor-faktor yang mempengaruhi keberhasilan *e-commerce* berbasis komunitas di Indonesia. Teknologi informasi dan komunikasi yang sangat pesat mendorong pertumbuhan *e-commerce*, khususnya dalam konteks komunitas. Namun, masih terdapat tantangan yang dihadapi oleh pelaku *e-commerce* dalam memahami dan memenuhi harapan konsumen. Oleh karena itu, buku ini penting dalam memberikan wawasan yang lebih tentang dinamika kepuasan dan kepercayaan pelanggan dalam penggunaan *platform e-commerce*.

Penulis ucapkan terima kasih kepada semua pihak yang telah memberikan dukungan dan kontribusi dalam penyelesaian buku ini. Semoga buku ini dapat memberikan manfaat dan kontribusi positif bagi pengembangan *e-commerce* di Indonesia, serta menjadi referensi bagi penelitian selanjutnya. Akhir kata, penulis menyadari bahwa buku ini masih jauh dari sempurna. Oleh karena itu, penulis sangat menghargai masukan dan saran dari pembaca demi perbaikan di masa yang akan datang.

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Tangerang Selatan, Desember 2024

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ELECTRONIC COMMERCE

A. ELECTRONIC COMMERCE

Electronic Commerce (juga disingkat *e-commerce*) adalah istilah yang digunakan untuk menggambarkan aktivitas jual beli menggunakan internet yang menjembatani transaksi keuangan antara organisasi dan pelanggan dan difasilitasi oleh berbagai teknologi digital yang memungkinkan terjadinya komunikasi elektronik (Chaffey, 2010). *Electronic commerce* juga dapat dianggap sebagai bagian dari bisnis elektronik atau bisnis yang umumnya menyebarkan informasi inovatif dengan menggunakan teknologi informasi dan komunikasi (*Information and Communication Technology*) di seluruh organisasi. Dengan kata lain, bisnis elektronik mengacu pada format yang lebih luas dari sekedar perdagangan elektronik dan dapat diklasifikasikan ke dalam beberapa bentuk seperti B2B (*business-to-business*), B2C (*business-to-consumer*), C2B (*consumer-to-business*), dan C2C (*consumer-to-consumer*) termasuk *electronic government* dan *mobile commerce* (Chaffey, 2010).

Penetrasi perdagangan elektronik yang tinggi masih meningkat secara signifikan dalam beberapa hari terakhir sebagai salah satu pertumbuhan paling signifikan (Gibbs *et al.*, 2003), yang secara luas muncul setelah penyebaran cepat Internet sebagai teknologi populer untuk saluran distribusi untuk produk ritel baru dan layanan. *et al.*, 2006), layanan perbankan (Tan dan Teo, 2000), dan adopsi *e-commerce* (Yousafzai *et al.*, 2003). Oleh karena itu, hal ini membawa manfaat lebih bagi konsumen untuk terus memanfaatkan layanan elektronik seperti layanan *e-commerce*. Selain itu, kecenderungan tersebut juga tidak dapat diabaikan secara terpisah dari faktor dan kondisi yang sangat penting seperti keyakinan, sikap dan



KONSEP-KONSEP PERDAGANGAN

A. PEDAGANG ELEKTRONIK

Baru-baru ini negara-negara Asia Tenggara khususnya, diharapkan menjadi pasar regional yang paling penting dari *e-commerce* dan di mana tren *e-commerce* di kawasan tersebut cenderung mendapatkan lebih banyak pelanggan untuk menggunakan layanan berbasis elektronik. Dengan perkiraan tingkat pertumbuhan dua digit, Asia Tenggara menunjukkan penyebaran transaksi *e-commerce* di seluruh dunia. Perdagangan elektronik menyumbang persentase yang relatif rendah dari total penjualan ritel di wilayah tersebut, tetapi cenderung terus meningkat melalui konektivitas *broadband* dan penggunaan perangkat seluler yang dikombinasikan dengan keterbukaan konsumen terhadap potensi pasar ritel *online* yang berdampak tinggi pada meningkatkan. Sumber pihak ketiga yang dikutip dalam laporan tersebut menegaskan bahwa ritel *online* kawasan ini diperkirakan akan mencapai angka dua digit dalam miliaran dolar AS pada tahun 2025. Tren ini juga berlanjut melalui dukungan pemerintah yang juga telah melaksanakan berbagai program untuk meningkatkan perdagangan berbasis *online* (Globe Newswire, 2017).

Indonesia memiliki pasar ritel *online* terbesar dan paling cepat berkembang di Asia Tenggara yang didukung oleh peningkatan platform berbasis *m-commerce*. Pasar *e-commerce* Thailand menempati urutan kedua dan juga memiliki tingkat penetrasi *m-commerce* tertinggi. Hampir setengah dari belanja *online* di Thailand berasal dari *m-commerce* pada tahun 2016 (Globe Newswire, 2017). Implementasi perdagangan elektronik meskipun meningkat drastis, kondisi ini belum mencapai tingkat yang matang dan masih dalam tahap pertumbuhan; yang dimulai dengan



FAKTOR KEPERCAYAAN DAN KEPUASAN DALAM *E-COMMERCE* C2C

Sesuai dengan topik yang dibahas, objek kajian didasarkan pada data yang dikumpulkan dari responden Indonesia dan China dengan fokus pada sebaran pengguna sistem perdagangan elektronik (*electronic commerce*). Data sampel responden akan digunakan untuk mengeksplorasi faktor-faktor penentu yang membentuk kepuasan dan kepercayaan dalam perdagangan elektronik berbasis konsumen (*Consumer-to-Consumer e-commerce*). Lebih dari itu, data responden yang diperoleh juga digunakan untuk mengukur faktor kunci keberlanjutan penggunaan layanan perdagangan elektronik yang menekankan pada pemanfaatan layanan internet baik dengan menggunakan aplikasi web (*browser*) maupun berbasis *mobile* melalui perangkat telepon pintar (*smartphone*).

Kajian ini menggunakan metodologi berbasis survei di lokasi yang ditentukan untuk pengukuran empiris penggunaan teknologi perdagangan elektronik di Indonesia. Analisis didasarkan pada kerangka model melalui DeLone & McLean *Information Success Model* atau Model Sukses IS (*Model of Success in Implementasi Sistem Informasi*) agar mendapatkan gambaran yang jelas mengenai faktor-faktor penentu dalam membentuk kepuasan, kepercayaan, serta penggunaan yang sebenarnya dalam lingkup perdagangan elektronik (*electronic commerce*).

Penelitian ini memodifikasi kerangka kerja Model Sukses Informasi DeLone & McLean atau biasa disebut secara singkat sebagai Model Sukses IS (DeLone & McLean, 2003) dan kerangka model penelitian empiris sebelumnya khususnya dalam pembentukan kepercayaan (McKnight *et al.*, 1998) dalam penggunaan *e-*

EKSPLORASI FAKTOR KEPERCAYAAN DAN KEPUASAN DALAM *E-COMMERCE* B2C

Kami menyelidiki faktor utama penggunaan teknologi melalui penggunaan perdagangan elektronik B2C dan dampaknya di Indonesia. Selain itu, kami berusaha tidak hanya menyelesaikan kertas kerja kami berdasarkan responden dari satu klasifikasi perdagangan elektronik C2C seperti transaksi berbasis komunitas tetapi juga klasifikasi lain yang terkait dengan transaksi lain melalui pembayaran langsung (*cash on delivery*) dengan menggunakan e- pelanggan perdagangan. Kami berharap dapat menghasilkan satu jurnal internasional bereputasi: *Telematika dan Informatika* (Elsevier, ISSN: 0736-5853, *Impact Factor*: 3.714; *Q1-scores journal citation ranking*) atau *Information Development* (SAGE, ISSN: 0266-6669, *Impact Factor*: 1.265; Peringkat kutipan jurnal skor Q2) diindeks oleh *Web of Science Thomson Reuters*, *Scopus Elsevier*, *EI Compendex*, *INSPEC*, *DBLP*, *ProQuest*, dll.

Kami berharap penelitian kami dapat menghasilkan seperti yang diharapkan dan hipotesis bahwa peran atribut kualitas, kepuasan, dan kepercayaan merupakan faktor yang tak terbantahkan dalam menggambarkan perilaku dan sikap konsumen dalam penggunaan sistem teknologi, khususnya di bidang perdagangan elektronik B2C. Hasil penelitian ini dapat memberikan pertimbangan penting bagi pihak terkait seperti pemerintah, perusahaan perbankan, nasabah, individu dalam menggunakan transaksi berbasis elektronik dengan sukses. Oleh karena itu penelitian ini hanya mengintegrasikan penggunaan model adopsi teknologi yang tepat dengan menyusun hipotesis variabel perilaku kami yang mempengaruhi penggunaan berbasis TI, kami percaya bahwa itu akan membawa dampak yang



REFLEKSI DAN PELUANG PENGEMBANGAN

A. REFLEKSI

Pemahaman akan variabel-variabel yang diukur dalam kajian kuantitatif ini merupakan elemen-elemen penting dan signifikan dalam pembentukan dan terciptanya kondisi suksesnya penerapan suatu *system* informasi dan teknologi.

Mayoritas hipotesis yang dikalkulasikan pada investigasi suksesnya penerapan perdagangan elektronik (*electronic commerce*) berbasis individu (C2C *e-commerce*) ini diterima dengan *variable Intention to use* (niat penggunaan) kepada *Loyalty* (kesetiaan) sebagai elemen kunci keberhasilan penerapan suatu *system* berbasis teknologi di Indonesia yang diikuti *variable Satisfaction* (kepuasan pengguna) kepada *Intention to use* (niat penggunaan). Sedangkan dua hipotesis secara *statistic* tidak memberikan dampak yang kuat dan signifikan, yakni: *information quality* (kualitas informasi yang diberikan) terhadap *Satisfaction* (kepuasan pengguna) dan *Service quality* (layanan yang diberikan) terhadap *Trust* (kepercayaan pengguna).

Oleh karena itu dapat dinyatakan bahwa integrasi Model Keberhasilan Penerapan Sistem Informasi DeLone *and* McLean, Kepercayaan, dan Kesetiaan dapat menjadi model acuan yang cukup layak untuk digunakan sebagai kerangka pengukuran dan investigasi atas penggunaan suatu *system* berbasis teknologi seperti perdagangan elektronik.

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EVALUASI ANTESEDEN KESUKSESAN **E-COMMERCE** BERBASIS KOMUNITAS



Buku ini mengeksplorasi faktor-faktor yang mempengaruhi keberhasilan *e-commerce* berbasis komunitas di Indonesia. Penelitian ini diawali dengan mengidentifikasi masalah utama terkait peran variabel kualitas sistem, kualitas informasi, serta keamanan dan privasi dalam membentuk kepuasan dan kepercayaan konsumen. Tujuan penelitian adalah untuk menginvestigasi bagaimana variabel-variabel tersebut berkontribusi terhadap kepuasan pelanggan dalam konteks perdagangan elektronik, serta untuk memberikan wawasan yang lebih dalam tentang penggunaan *e-commerce* di negara berkembang. Metodologi yang digunakan adalah pendekatan kuantitatif dengan analisis data yang komprehensif. Hasil penelitian menunjukkan bahwa kualitas layanan, kepercayaan, dan kepuasan pelanggan memiliki hubungan yang signifikan. Temuan ini mengindikasikan bahwa peningkatan kualitas layanan dapat meningkatkan kepuasan dan kepercayaan konsumen, yang pada gilirannya mempengaruhi keberlangsungan penggunaan *e-commerce*. Penelitian ini menekankan pentingnya memahami faktor-faktor yang mempengaruhi kepuasan dan kepercayaan dalam *e-commerce* berbasis komunitas. Rekomendasi untuk praktik bisnis dan penelitian selanjutnya diusulkan, dengan harapan dapat meningkatkan efektivitas strategi pemasaran dan pengalaman pelanggan dalam *platform e-commerce* di Indonesia.



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