

# Effect of Mobile E-Commerce Application on Easing Online Transactions

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## ABSTRACT

*The rapid technological advances bring significant changes to the trade sector. In addition to the demands of the times, today's society likes things with instant paced with a fast and easy process. Making mobile application was applied by commerce companies as a form to meet the demands of the community. In this study, the object under study is the Lazada mobile commerce applications. The method used for data collection is interview to Bunda Mulia University Student as its respondent. The purpose of this study is to determine the effect of mobile applications to ease in online transactions and measure the quality of the applications that have been provided by the relevant E-Commerce company. The results obtained from this study indicate that mobile applications have a great influence on ease of transaction; also the quality of the application is good enough.*

## Keywords

Mobile, Application, E-commerce, Lazada

## 1. INTRODUCTION

In today's global world of commerce, electronic transactions are inevitable. Electronic Commerce (e-commerce) is an example of a product of the advancement of Information Technology, where business transactions are no longer done conventionally, whose contents are direct buyers with sellers or cash. Search sellers are represented by a system that caters to buyers online through a network of computer networks. In making a transaction, the buyer is "full" and communicates with a system that "represents" the seller [11].

E-Commerce is the result of application (application) of information technology, which allows transactions between producers and consumers via the internet. Transaction information through electronic media is transactions made through the Internet network to provide business services, buying and selling goods, services and information between party rates.

With the maturation of internet and web technology, this technology will be able to improve the company's capability of business communication and information sharing, in addition to sharing other resources. Application of e-Commerce technology is one important factor to support the success of a product of a company. To accelerate and increase sales quickly then by looking at the development of information technology is very fast it can take advantage of an on-line service that is e-Commerce [8].

The shift from the tradition of selling goods / services that was originally done offline began to become online. With the mobile

application is expected to further increase the cost of online transactions by using the E-Commerce website through computers that would previously be more time-consuming.

In this study, the authors listed two previous studies, taken from the Emerald Journal that are relevant to the theme of the research that the authors took to enrich the theory used in reviewing the research undertaken. The journal is:

1. Sharma Gajendra, Lijuan Wang (2014) in a journal entitled "Ethical Perspective on e-commerce: empirical inquiry", demonstrating the ethical performance of e-commerce website will ease trust, which is committed to increasing customer commitment and loyalty. Improved communication technology has improved in online business. The e-commerce network plays an important role in online business and consumers are more concerned about ethical issues of e-commerce including security, privacy and trust.
2. Rakhi Thakur, Mala Srivastava (2013) in a journal entitled "Customer usage intention of mobile commerce in India: an empirical study", explains that perceived usefulness, perceived ease of use and social influence are found as significant dimensions of technology adoption to use mobile commerce while facilitation conditions were not found to be significant. The results also indicate that the risk of credibility perceived by security risks and privacy risks is significantly associated with behavioral intentions in negative relationships, which indicates that security and privacy issues are important in preventing customers from using mobile commerce.

The object of this research is the application Lazada. The purpose of this study is to determine the effect of mobile applications to ease in transacting online and from applications that have been provided by the relevant E-Commerce company. The benefit of this research is to make the result as a suggestion to improve the quality of service. The research was conducted by qualitative method, the result of the research with the result of interview to the student of Bunda Mulia University as the respondent.

The results obtained from this research is the application Lazada is good in supporting online transactions. However, it would be better if in the future Lazada improve the quality of service in its mobile commerce applications by adding "Last Viewed" feature, so customers can view the last item without searching again for the item. In addition, it would be better if in the future Lazada provide delivery service "Same Day Service" where the goods can be delivered on the same day by ordering goods and adding balance features that allow customers to pay for goods without having to transfer, all they need to do is fill the balance.

In terms of time, this study is a cross-sectional study that retrieves prior data from respondents, who are specific within a certain timeframe [2].

## 2. LITERATURE REVIEW

### 2.1 Applications

The application software is a subclass of computer software that utilizes the ability of the computer directly to perform a task that the user wants. Usually compared to system software that integrates various computer capabilities, but does not directly apply that ability to perform a task that benefits the user [10].

### 2.2 Smartphone

Smartphones are literally a smart phone, a cell phone that has PC-like capabilities albeit limited. In addition, the smartphone also supports email and organizer. Another feature is its ability to add new applications. The applications that can be installed into the smartphone are not only made by the manufacturer of the device, but also can be made by a third party or telecommunication operator. Other functions are additional interfaces including a standard computer QWERTY keyboard, but small in size [4].

### 2.3 Mobile Applications

Mobile applications come from the word application and mobile. Application which means application, application, usage. In term of application is a ready-made program designed to perform a function for the user or other application and can be used by the intended target while mobile can be interpreted as moving from one place to another. The word mobile means moving, so the mobile application is the designation for applications running on mobile devices. By using mobile applications, can easily do various kinds of activities ranging from entertainment, selling, learning, doing office work, browsing and so forth. Utilization of mobile apps for entertainment most popular by mobile phone users, because by utilizing the features of games, music player, until video player makes us become more easy to enjoy entertainment anytime and anywhere. Mobile devices have many types in terms of size and layout design, but they have similar characteristics very different from desktop systems [1].

### 2.4 E-Commerce

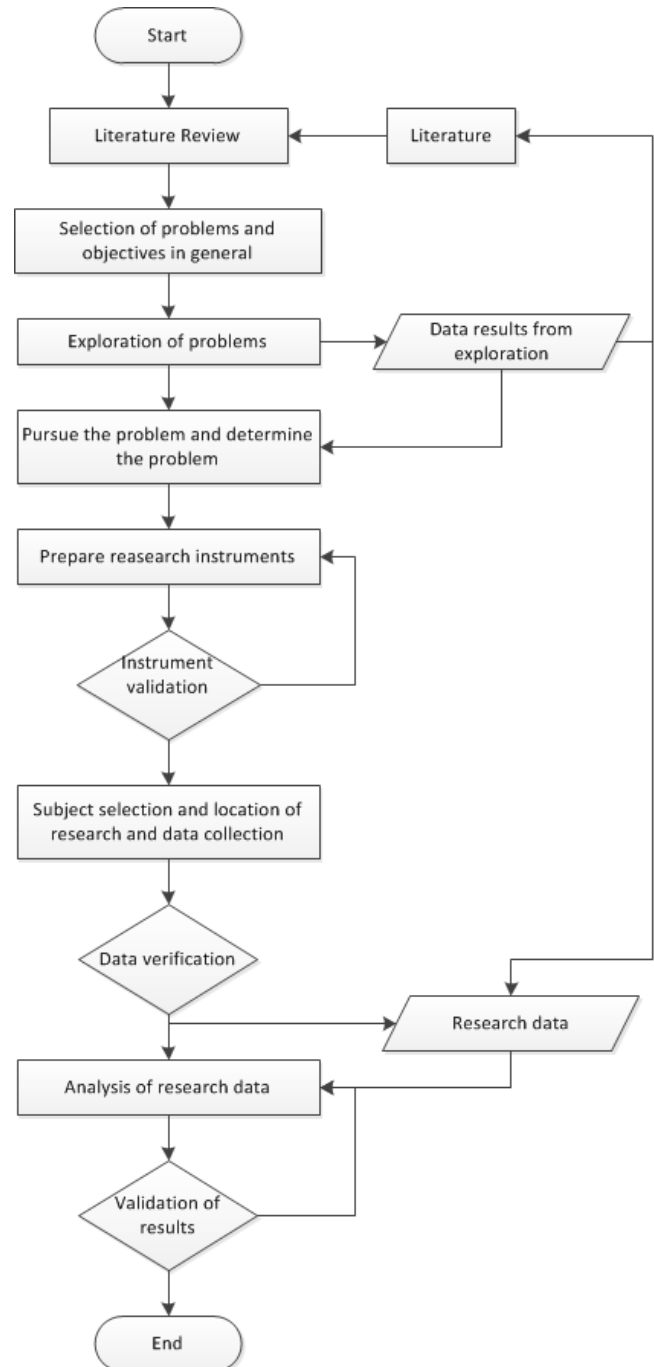
E-commerce is the process of selling and purchasing through internet media. Definition of e-commerce in general can be interpreted: "the process of buying, selling, whether in the form of goods, services or information, which is done through the internet media". All components involved in the practical business are applied here, such as customer service, available products, payment methods, warranties on products sold, way of promote etc. or the process of purchasing and selling products, services and information made electronically by utilizing computer networks. E-commerce also contains the notion as the dissemination, marketing services, through electronic systems such as internet or other computer networks. E-commerce can involve electronic funds transfers, automated inventory management systems and automated data collection systems [6].

### 2.5 Mobile Commerce

M-Commerce is a subset of e-Commerce defined as all activities related to commercial transactions through communication networks with wireless devices or mobile devices.

In general, end-user devices used in the m-Commerce process include Mobile, Smartphone, Personal Digital Assistant (PDA). M-Commerce can improve productivity with high-speed data and cost-effective mobile systems and customers can use these m-commerce applications in different places and situations [13].

## 3. RESEARCH METHODOLOGY



**Figure 1. Diagram of the Research Flow**

The research conducted includes several stages, namely:  
1) Preliminary Research Stage This preliminary research stage is conducted in the field and off the field. This stage begins with

literature studies, finding common problems of preliminary research, general purpose, thorough exploration of the problem in the field.

2) Preparation Phase This preparatory stage consists of identifying the problems and information encountered at the preliminary research stage, problem solving, problem selection, determining research objectives, preparing the instrument (literature study, documentation study, discussion with mentors and members of the research team), instrument validation (evaluating readiness of the researcher).

3) Implementation Phase. This implementation stage consists of the selection of research subjects in accordance with the criteria, selection of research sites in the field, data collection through observation, interviews and field notes.

4) Testing Stage. This testing stage is the stage of verifying the naturalness of the data taken from the premier data source. This test is done by verifying the results of data collection directly to the subject of research, either verification of observation results, interviews, or field notes.

5) Data Analysis Stage. This data analysis phase consists of analysis during the field, and after the field. While in the field, the analysis and validation of the results of the data analysis are carried out continuously by the researcher, other team members, and research subjects on which data has been obtained during the field. After exiting the field, the analysis and validation of the results of the data analysis is done deeply by the researchers, other team members, and mentors as experts. To explain the flow of research in more detail, can be seen from the figure 3.1 [7].

### 3.1 Research Indicators

Here is a list of the indicators used in this study:

1. Quality of system: reliability, Response time and Easy to use (usability)
2. Quality of information: Information is easy to understand and Information security
3. Quality of service: Quick response
4. Intended of usage: The desire to use, The desire to continue using and Increase usage

### 3.2 Data Sources and Qualitative Research Instruments

In quantitative research, researchers can easily assign research data in the form of measurable variables. The number and types of variables can be set before, and relationships between variables can be made in a model or research paradigm, but in qualitative research, the researcher can not precisely determine the data in the design prepared before doing the research because in qualitative research it does not emphasize the form relationship between variables, but on the meaning contained in the research problem in a particular context. According to Lofland in Moleong (2005) the main data sources in qualitative research are words and actions, the rest are additional data such as documents and others.

If in the quantitative study the point of concern in data collection is the sample treated as the subject of the study, whereas in qualitative research it does not talk about the sample as quantitative research, but about the informant and the actor, the words and actions of the informant and the actor used as a source of data for observed and requested information through interview / discussion / documentation. The person being asked for information is called key informant chosen by those who really know some of the issues to be studied. The researcher collects the

moving data from one informant to the other informant until the data is considered complete, this is often called the snow ball, because it moves like a snowball moving larger. In qualitative research, the researcher is the main research instrument, in which the researcher as well as the planner who sets the focus, chooses informants, as the data collector, interprets the data, draws conclusions temporarily in the field and analyzes the data in the natural field without any contrivance. Sudarwin (2002) states that researchers as an instrument in qualitative research means that researchers do field work directly and move together with the people who studied to collect data.

Consequences of researchers as a research instrument is the researcher must understand the problem to be studied, understand the qualitative research data collection techniques to be used. Researchers must be able to grasp the explicit and implicit meaning of what is seen, heard and perceived, for it requires intelligence in understanding the problem. Researchers must be able to adjust to the environment to be studied, for it takes a tolerant attitude, patient and be a good listener. Moleong (2005) suggests human traits or researchers as an instrument in terms of responsive, self-adjusting, emphasizing wholeness, basing them selves on knowledge, processing, seeking response. Data collection in qualitative research is very dynamic, where researchers enter the open field as it is, with automatic researchers will face a situation that is difficult to predict precisely what has happened, is happening and what will happen. Therefore, researchers should rely on qualitative data collection techniques, such as interviews, observations, documents and meaning.

Researchers are required to show evidence in real from the field. As stated by Faisal (1990) which states that the main data collection techniques in qualitative research is participative observation and in-depth interview plus documentation.

### 3.3 In-depth Interviews

In addition to participatory observation, researchers can collect data through in-depth interviews, which is an activity conducted to obtain information directly by asking questions between the interviewer and the interviewee. In fact both can be done simultaneously, where the interview can be used to extract data obtained from deeper observations.

As suggested by Sugiyono (2006) who said that in qualitative research, often incorporating participatory observation techniques with in-depth interviews. During the observation, the researchers also conducted interviews to the people in it. There are several types of interviews that can be used, according to Sudarwan (2002) based on the structure, in qualitative research there are two types of interviews namely; (1) the interview is relatively closed, in which questions are focused on specific and general topics and assisted by detailed interview guides, (2) open interviews, in which the researcher gives them the freedom to speak widely and deeply. Both types of interviews can be used as needed. a relatively closed interview is used if the researcher has predicted the information to be obtained. While open interviews are used in preliminary research to get initial information about the existing problems.

Open interviews are also used to get more in-depth information. At first, it was only a trivial matter that was not related to the problem of research, but slowly but surely, began to ask questions about research issues to the end. According to Moleong (2005) there are two types of questions that are external questions and in-depth questions. External questions are general questions and do not dig deeply, while in-depth questions are used to extract

information deeply down to the meaning contained in the case studied. In qualitative research, to get meaningful data, it is better to use open interview or unstructured interview which can freely dig the data as complete as possible and deepest so that the researcher's understanding on the phenomenon that exist in accordance with the understanding of the perpetrators themselves.

This is where the role of researchers as the main instrument that is not always stuck on the interview guide. The success of the interview is highly dependent on the skills that researchers have in obtaining the trust of the interviewee such as how to ask questions such as the sensitivity of questions and sequences of questions, how to listen seriously, how to express verbally such as intonation and speed of sound, as well as nonverbal expressions such as eye contact, patience and attention in following answers and conditioned a comfortable situation.

Interviews can start with easy questions as preliminary or warm-up, just start getting into the information and facts questions, avoid double-meaning questions, avoid privacy questions, repeat answers for clarifications, give positive impressions, and negative emotional control, which is more specific, then ends with a closing question. Problems that may arise in the interview; is the person interviewed is not concentrated, uncooperative, refuses to talk or does not like to talk and technical issues (recording devices, notes).

### 3.4 Validity of Data

The subjectivity of the researcher is dominant in qualitative research, considering the qualitative research, the researcher as the research instrument, plus the main data collecting technique of qualitative research is the interview and observation which is considered many weaknesses when done openly and moreover without control. To overcome this, check the validity of the data. Moleong (2005) states that to establish the validity of the data required examination techniques on four criteria namely; (1) Credibility; (2) Transferability / transparency; (3) Dependability and; (4) Conformability / certainty.

1. Credibility or degree of trust. There are several activities undertaken to increase the degree of confidence that is;

- (a) Prolong the study time;
- (b) Continuous detail observation;
- (c) Triangulation or checking of data with various sources as a comparison to the data;
- (d) Expose the interim or final results obtained in the form of analytical discussions with colleagues;
- (e) a negative case study by collecting cases that are inconsistent with the existing pattern as a comparison;
- (f) Comparing with other research results and;
- (g) Checking data, interpretations and conclusions with fellow research members.

2. Transferability or extinction is whether or not the results of this study are transferred or appropriately applied to other situations.

3. Dependability is whether research refers to the consistency of researchers in collecting data, shaping, and using concepts when making interpretations to draw conclusions.

4. Conformability or certainty is whether or not the research results are proved to be true where the results of the research are in accordance with the data collected and included in the field report. This is done by discussing the results of research with people who

did not participate and not interested in research with the aim that the results can be more objective [3].

## 4. RESULTS AND DISCUSSION

From the results of our interviews to 30 respondents, it can be concluded that: The mobile commerce of Lazada has a reliable payment transaction system, according to the average respondent they stated that the payment transaction is reliable because the payment transaction system on Lazada can be done by transferring the amount of payment from the purchased goods to the Virtual Account and also already set to transfer to certain accounts, where the money already paid will go into the account of Lazada first before payment is paid to the seller.

Lazada e-commerce also has a fairly fast response from the payment transaction confirmation process, forwarding goods orders to seller, until the process of delivery of goods to the customer. Menu to make payments on Mobile Commerce applications Lazada according to the respondents, their average opinion that the Lazada Mobile Commerce Application has a simple payment menu so as not to make customers difficult in using the menu. Information obtained on the menu of payment transactions in the Lazada Mobile Commerce Application easy to understand because the information available such as account numbers, Virtual Account numbers, and others related to payment transactions is complete and does not make the customer becomes difficult in using it.

But there are also respondents who think that the information is complete but we as a customer must also pay attention to it well. From all of the respondents that we were interviewed, all believed in the information security they had provided to Lazada. The average respondent stated that they will continue to use the Lazada Mobile Commerce Application because Lazada has an easy menu both in the menu when the selection of goods or menus on payment transactions. From the results of our interview can be concluded that the Lazada Mobile Commerce Application has ease in the transaction.

Here is a list of questions and conclusions from our interview results:

1. Is the payment transaction system on Lazada mobile application reliable? Please provide an explanation!

Conclusion: From the results of our interviews to the respondents, it can be concluded that the payment transaction system on Lazada reliable because the payment can be done with Virtual Account.

2. How is the speed of response received by the customer after making the purchase transaction from Lazada application? Is the response fast or slow?

Conclusion: From the results of our interviews to the respondents, it can be concluded that the response received quite quickly from the goods ordered by the customer until the process of delivery of goods to the customer.

3. Is the payment transaction menu on Lazada mobile app easy to use? Give the reason !

Conclusion: From the results of our interviews to the respondents, it can be concluded that the menu contained in payment transactions easy to use because the menus can be seen clearly and more simple than other m-commerce.

4. Does the information contained in the Lazada mobile payment transaction menu easy to understand? Give the reason !

Conclusion: From the results of our interviews to the respondents, it can be concluded that the information contained in the payment transaction menu is easy to understand; only we need to pay close attention so as to avoid errors in making payments.

5. How do you feel about the security of information available on the Lazada application? Is it trustworthy? Explain your answer!

Conclusion: From the results of our interviews to the respondents, it can be concluded that information security on Lazada can be trusted, because all respondents stated that the data they provide to Lazada is safe, they never experienced hacking or other matters related to theft of data and information

6. How does the service provided by Lazada when the customer is wrong in making payment transactions? Is there a warranty for the refund of such more funds? (e.g. Incorrect entering payment amount)

Conclusion: From the results of our interview to the respondents, it can be concluded that the service provided by Lazada is good, but the refund takes a long time.

7. Do you want to continue using the Lazada mobile app? Give the reason !

Conclusion: From the results of our interviews to the respondents, it can be concluded that respondents want to continue to use m-commerce Lazada if there are additional features of interest.

8. Do you want to increase the use of the application Lazada than any other m-commerce application? Give the reason !

Conclusion: From the results of our interview to the respondents, it can be concluded that the respondents want to increase the use of m-commerce applications Lazada because Lazada has a menu on payment transactions are more simple and easy to use.

## 5. CONCLUSIONS AND SUGGESTIONS

### 5.1 Conclusions

Today's world of commerce, online commerce (e-commerce) is increasingly in demand by the public. E-Commerce increasingly in demand as it can help facilitate the public in buying goods or purchasing goods. Mobile commerce applications have an effect on online transactions, because people who want to purchase no longer need to open an e-commerce site again, just by opening a mobile commerce application that is installed on his smartphone, the customer can directly make transactions. From the results of our research to respondents who have already done transaction using Lazada Mobile Commerce Application, it can be concluded that Lazada Mobile Commerce Application has good quality, where the application has menus that are easy to use and have information that is easily understood by the user application, so that users of these applications can easily understand in conducting online transactions in the Lazada Mobile Commerce application.

### 5.2 Suggestions

This time the application is good, but it would be better if the future of the application improved to be better again, for example the addition of categories of goods that can be paid by cash on delivery

Addition of balance features that make the customer only need to fill the balance and make transactions, so that customers do not need every time to transfer in making payment transactions.

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