E-BUSINESS OF ELECTRONIC SALES ON CV "XYZ" COMPANY

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Abstract

Information and communication technology is growing rapidly and supports technology and increasingly sophisticated gadgets that have an impact on various forms of business. The speed and ease of consumers to obtain information about the main driver of the development of a business or company. A company or any other business that has the speed and ease of service will attract more consumers, without prejudice of the qualities of the company. The need for ease in getting information and service companies en-courage their service is no longer dependent on the place but need to be supported by an interactive website and smartphone role.

Increased use of ICT in the company to be a request for marketing needs. Research collaboration with CV "XYZ", a company engaged in the sale of electronics. The method used is observation, systems analysis, design and implementation of e-business electronic sales. This application is built using Java, Eclipse, XML, PHP with MySQL as database and JSON connector as well. This application supports the company packaged in an application-based smartphone with android operating system. Features in this application provides convenience services such as sales and product information, order products and transaction information. The results showed that the application of E-Business applications based on Android CV "XYZ" into one of the services that can inc
rease sales turnover by 29.27%.

Keywords : e-business, sales, application, android

Introduction

The development of a dynamic community needs to get direct services and are willing to get the information quickly transformed many businesses and corporate services. For example, in the sale of airline tickets, 2 years ago, people have come to airline ticketing or institution. However, in accordance with the development of information technology, airline ticket purchase can be done in retail have access connections even ticket purchases can be made via the internet at home.

Currently, the rapid development of information technology gives a lot of influence on aspects of business activity. The development of information technology brought some significant changes in the business, so that demand speed and responsiveness in the business or company in varying scale and form of service to be repaired immediately to respond to the changing needs of society. The rapid development of information technology is supported by communication technology that have a significant development in line with the development of human needs become more complex. Where communication technology here is in the form of smartphone hardware with many operating systems that are easy to obtain and purchased by people in a variety of sizes and prices. People at any level have become accustomed and even tends to depend on smartphone communication where users have a reason to facilitate access to information and their communication to other users. Access to information such as news, social media, health news, and other information into

the current trend. On access to communications, today, people are facilitated by many data communication services connected to the internet, such as; WhatsApp, Line, Blackberry Messenger, Facebook Messenger and other data communication services that are easy and free to be applied in smartphones.

E-Business depict businesses that operate online. The definition of e-business, according to some sources: according Chaffey (2007), e-business is the exchange of information electronically mediated in the organization and external stakeholders to support business processes.

According to O'Brien (2005) explains that e-business is the use of the Internet and other information technologies and networks to support e-commerce, communication and collaboration company, and the various processes that run through the web, both in the corporate network and in our customers and partners business.

Further O'Brien explained that today many companies that have moved from mainframe-based legacy systems into application client / server cross-func-tional, involving the installation of software enterprise resource planning, supply chain management, or customer relationship management of SAP America, PeopleSoft, Oracle, and other companies.

According to Sawhney, Mohan (2001) understanding of e-business is "The use of electronic networks and associated technologies to enable, improve, enhance, transform, or invent a

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process or business system to create superior value for current or potential customers".

So e-business is the use of electronic networks and associated with technology, to improve, modify, or create a business process or system that creates superior value to current and potential customers. If these conditions can be achieved then the company's goals more easily achieved. The term e-business is often equated with e-com-merce, e-business but actually has a much broader sense than the e-com-merce. E-commerce is part of e-business. According to Huff et al (2000) quote from the Orion Group illustrates the difference between e-Business, e-Commerce, Internet commerce, electronic web com-merce, EDI and fund transfer (EFT) as shown below:
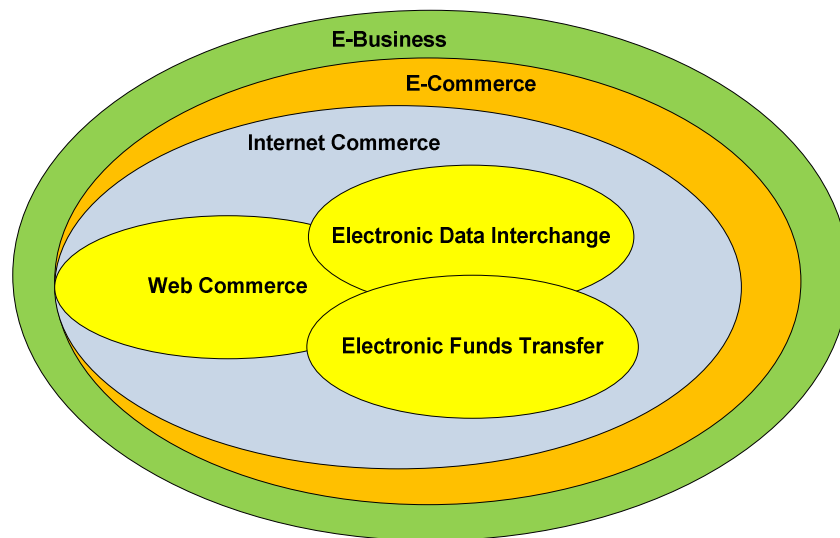
The relationship between E-Business, E-Commerce and others

E-Business has the advantage that: Efficiency (reduce total operating costs); Effectiveness (customers can be in touch with the company at any time); Reach (able to expand the company's reach and space for expansion with ease); Structure (change the behavior of firms in the business approach); and Opportunity Efficiency (innovation to create products or services that are new).

Of much of the information needed by the user, especially for a company or business, is the utilization of access to information about its business products. Access to the product include product information, product quality, product availability, purchase transactions of products, and other matters relating to the business transaction. A company should make a breakthrough in seizing opportunities in developing information and communication technologies, so companies must develop support information system that has a function to support business processes with the aim to optimize the input, process and output of the company to produce a process that

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is profitable and sustainable. Many companies or businesses are still using a system based sales and promotion of products without utilizing information technology media, so customers should visit the place of sale. Sales system with information technology is still con-strained by several things, such as data connections, lack of knowledge on the features of information technology in the utilization of information and com-munication technology, and the limited application of information systems to support business services in the community.

Use of the Internet for E-Business has spread widely in small, medium and large. Researchers conducted a literature review of several other studies regarding the use of the Internet for E-Business, E-Commerce, the impact to the crime in cyberspace (cybercrime). Dijkman, et.al (2015) describes the use of the Internet for business models so as to increase the company's revenue. Rahimi, et.al (2015) also describes the management of information technology (IT) to the business process, including the role of IT within it. While Weiwei (2015) and Brzozow-ska (2015) conducted a study of business through E-Business and E-Commerce in the modern economy for the company's product sales transaction activity there by increasing the amount of sales of products and services. But Hu (2014) describes the impact of the sale on the Internet with the results of the analysis showed a 15% sales decline due to the effects of tax cuts for various products.

Business impact of online sales is also explained by the researcher Apă-văloaie (2014) and Balakrishnan, et.al (2014) which describes the impact of

product marketing through social media on the generation Y with the results of the analysis that attract the younger generation of consumers easier and faster for the products offered.

Another study done research on E-Business and E-Commerce, such as Wu et.al (2014) to measure the quality of service of E-Commerce in social media. Furthermore, researchers Dinu et.al (2014) highlights how internet users E-Commerce services to the ministry in doing online sales.

In online sales transactions can not be separated by the cybercrime so consumers should be careful. Researchers Hille, et.al (2015) conducted a study regarding the scale of cybercrime in using the E-Commerce services. From various studies above, the development of internet usage has grown rapidly, but researchers still do research on E-Business for the company CV "XYZ" which aims to increase the number of sales of the company's products. This study differs from previous studies because it chose Android platforms as a medium for online sales. The operating system used widely in this Android smartphone. This system is one smartphone platform used in many levels is highly supported by Google. Based on the basis of application development (software), at this time, Android was developed quickly. Therefore, the Android-based appli-cation that was developed to meet the needs of users of smartphones that have Android operating system. The programming language used in the development of this application is Java, the Eclipse compiler, and addons ADT.

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The aim of this study is to bring together and develop information technology facilities-based smartphone that will be implemented in the company CV "XYZ" located in Sleman, Yogyakarta, to process business transactions, mainly to support the sales of electronics companies. CV "XYZ" company operating in the electronics and information technology, which has several selling products, such as smartphones, PCs, laptops, computer networking devices, and accessories. CV "XYZ" requires software (program / application) and the hardware that supports business pro-cesses to optimize sales and marketing processes for the company based on the needs of information and technology in society.

Web Server

Transaction
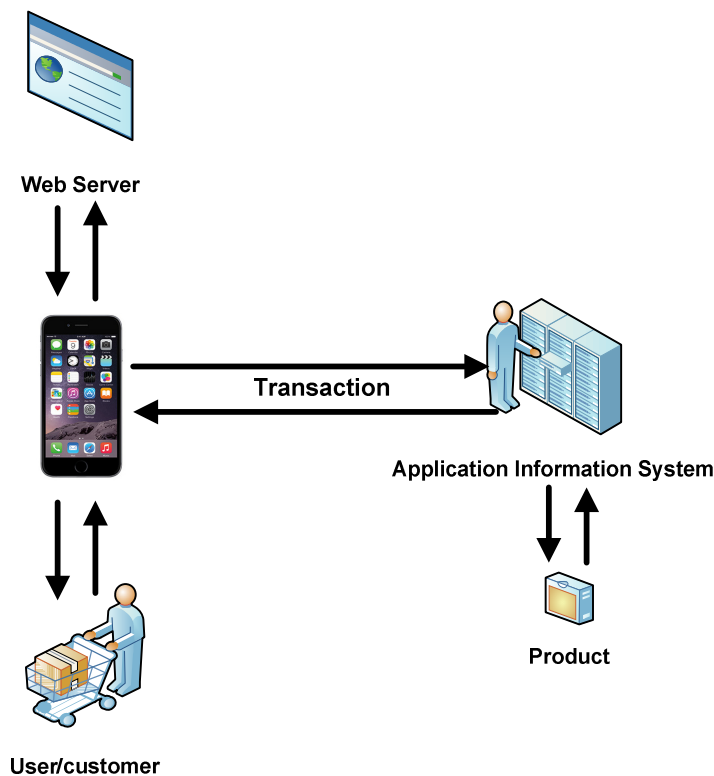
Application Information System

Product

User/customer

Figure 1. The Application E-Business of Electronic Sales

Limitations of the problem in this research is the application of a specially developed sales in the product order service activities, sales information, product information available and the financial transactions of sales in the CV "XYZ". This is an Android system-based application that supports it easy for buyers or customers in ordering products that are available, and special application just to see identification, specification, and price of the products to the buyer or customer.

Research Method

E-Business research is done in CV "XYZ" which is located protruding, Sar-

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iharjo, Ngaglik, Sleman, Yogyakarta. This research was conducted in January 2015 and ended in November 2015. Data and information collected through observations help to design and analyze systems, including interviews with owners and technicians, and a review of relevant literature.

The materials and tools needed in this research include software such as Eclipse, Java, PHP, MySQL, Photoshop while the hardware required is a modem, mobile phones and smartphones.

Observations made to mngetahui how the system runs. After the design, engineering and wake up the system there to tryout system implementation, simulation and implementation and evaluation to improve the system to make it better.

Result And Discussion

The first step before making the system interface design system for interactive applications become. E-business process flow of electronic sales in CV "XYZ" should know and need a transaction documents that aim to help in the design application. Furthermore, designing a system of e-business electronic interactive sales so easy to use.

Based on data obtained from the CV "XYZ" is still applying the manual for data processing circulation of goods, so that data processing is less effective and efficient, these reports are not updated at all times and no sales information systems that support information technology. To help process business transactions in CV "XYZ" developed an e-business applications with Smartphone-based electronic sales using the Android operating system. Android has several advantages such as portability (smartphone) so that through communication of data, users can get information fast, ease of uploading or downloading data or files, applications that can be integrated with Google and the user can install it from Google Play.

After implementing e-business electronic sales in the CV "XYZ" is finished and has been tested (tryout) and then publish it on Google Play so that customers CV "XYZ" can install applications and use with ease.

Customers or buyers to access the system in the purchase of electronic products from CV "XYZ", must install e-business applications in Google Play.

E-business applications of electronic sales CV "XYZ" has a menu: "PRODUCT", contains information from electronic products (product name, price products and stock products); "ACCOUNT", contains accounts for cust-omer / buyer; "ABOUT", contains information about the company CV "XYZ"; and "HELP", contains support facilities if there are problems related to the application penggunana. Customer / buyer must have an account that first enroll in the "ACCOUNT". After having an account, the customer / buyer can make a purchase electronics products.
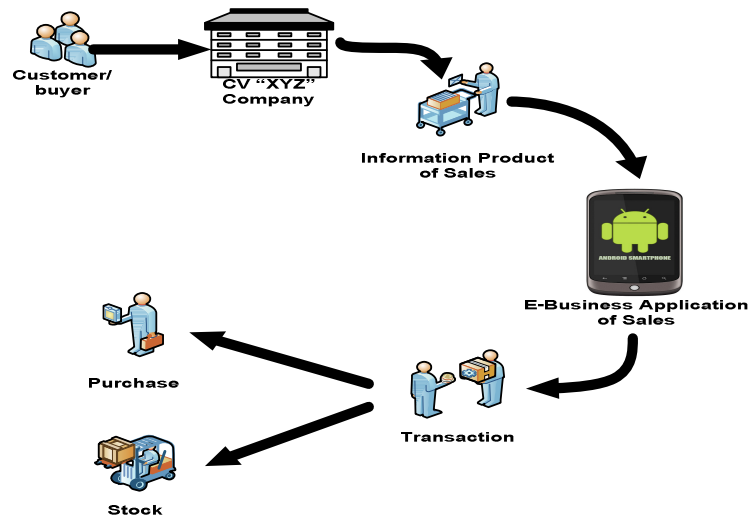
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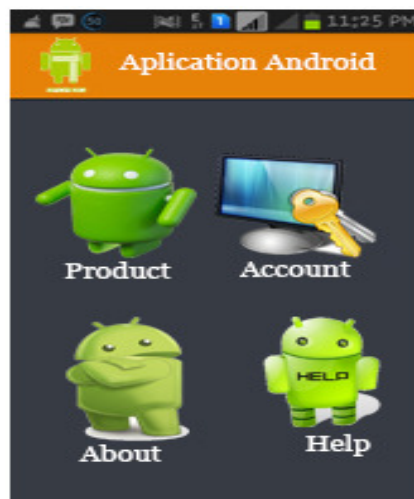
Figure 2. Flowchart Application of E-Business

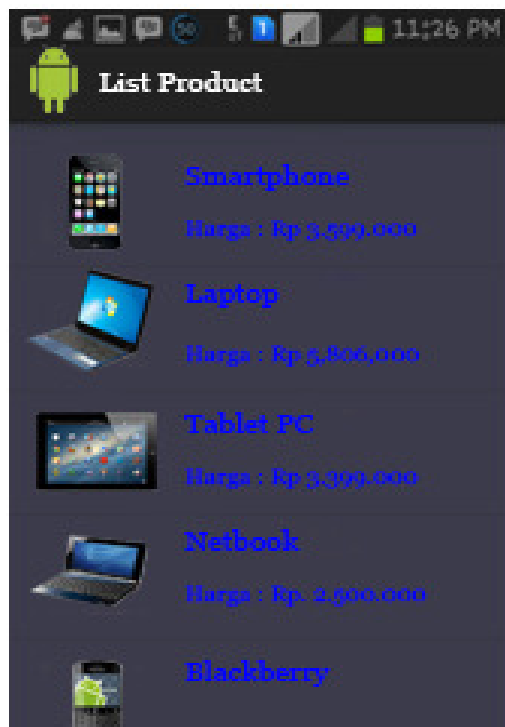Figure 3. Menu on Application System

Figure 4. List Product of Application E-Business

from CV "XYZ", then comes the next menu to complete the purchase of a product called the transaction.

Figure 5 is a recapitulation of sales of electronic products in CV "XYZ" for 11 months in 2014 before using E-Business applications. Whereas in Figure 6 shows the results of the recapitulation of sales of electronic products in CV "XYZ" for 11 months in 2015 after using the E-Business applications.

Based on the results of the sales summary electronically on CV "XYZ" in 2015 increased sales of electronics products than in 2014. The percentage increase in sales of electronic products in

CV "XYZ" after using the application of E-Business at 29.27%.

Research results with e-business electronic sales in the CV "XYZ" has a system that is interactive and easy to use so as to provide convenience for the customer / buyer. If there is a wrong data input, the system will provide feedback to the user in the form of dialog messages. With the application of e-busines can help CV "XYZ" promote, increase the sales of electronic products, and provide convenience for the customer.

Conclusions

From the research that has been done can be concluded that with the
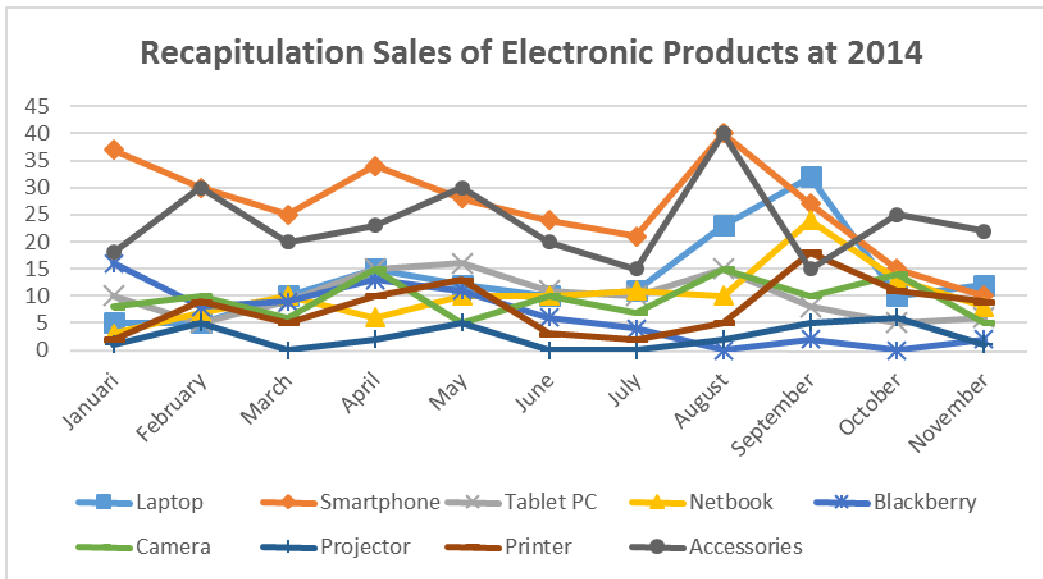
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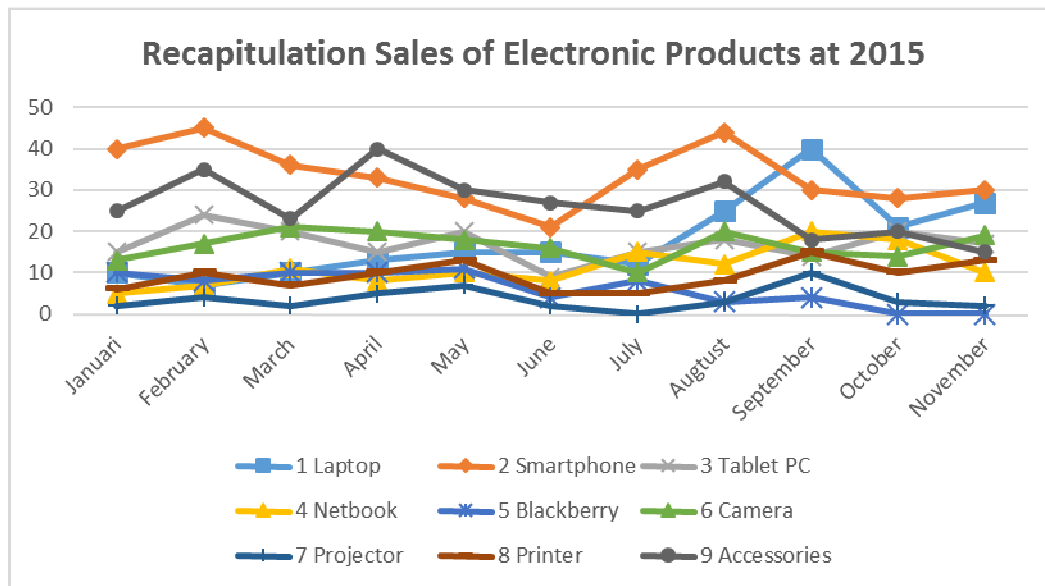Figure 5. Recapitulation Sales of Electronic Products for 11 Months at 2014

Figure 6. Recapitulation Sales of Electronic Products for 11 Months at 2015

system of e-business applications of electronic sales in the CV " XYZ " to provide convenience for the customer / buyer and sales is becoming more increased by 29.27 % . However , for the future of e -business applications in the

customer verification process must be further improved so that the system be-comes more powerful. We recom-mend that there should be a system backup data automatically in any period of time so as to minimize the loss of data.

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