



Pertemuan 5



MERUBAH MANAJEMEN





E-Commerce

1. Internet Menghubungkan Para Pembeli, Para Penjual
2. Menurunkan Biaya-Biaya Transaksi
3. Mengiklankan, Membeli, Menukar Barang & Jasa Di Seluruh Dunia
4. Meningkatkan Transaksi Business-Ke-Business



E-commerce

- Definisi e-commerce, secara umum, merujuk pada semua bentuk transaksi komersial yang menyangkut organisasi dan individu yang didasarkan pada pemrosesan dan transmisi data yang digitalisasikan, termasuk teks, suara dan video.
- Loudon dan Loudon mendefinisikannya bahwa e-commerce sebagai proses membeli dan menjual barang-barang yang dilakukan secara elektronik, yang bentuknya adalah perusahaan ke perusahaan (B2B), bisnis ke konsumen (B2C), atau konsumen ke konsumen (C2C) melalui transaksi terkomputerisasi.



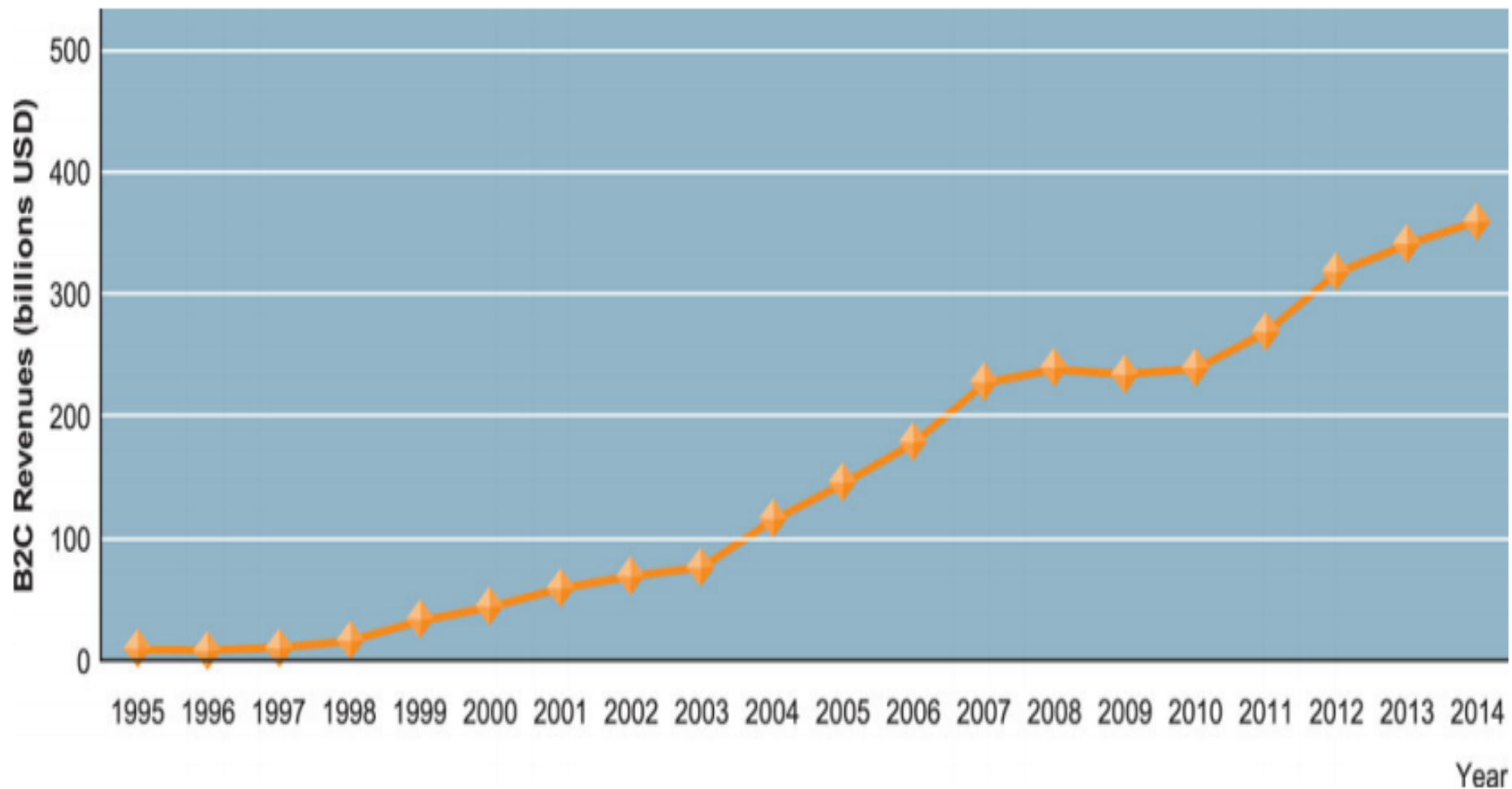
- memiliki keunggulan: aspek penghematan (efisiensi) dan efektivitas.
- penghematan dalam hal pemasaran, tenaga kerja, dan overhead cost.
- Misalnya, Pihak penjual tidak perlu lagi mencetak katalog baru dan mengirimkannya ke calon pembeli karena semua itu bisa dilihat langsung di Website mengenai jenis, harga barang dan lain-lain yang terkait kapan saja.



- E-commerce dimulai 1995, Netscape.com, menerima iklan pertama dari korporasi dan mempopulerkan ide tersebut
- Pertumbuhan 2x sd 3x setiap tahun.



FIGURE 10-1 THE GROWTH OF E-COMMERCE



Retail e-commerce revenues grew 15–25 percent per year until the recession of 2008–2009, when they slowed measurably. In 2010, e-commerce revenues are growing again at an estimated 12 percent annually.



Perbedaan e-commerce

- Ubiquity = tersedia dimana saja
- Global reach = transaksi lintas budaya dan nasional
- Universal standard
- Richness
- Interactivity
- Information density
- Personalization/customization
- Social technology

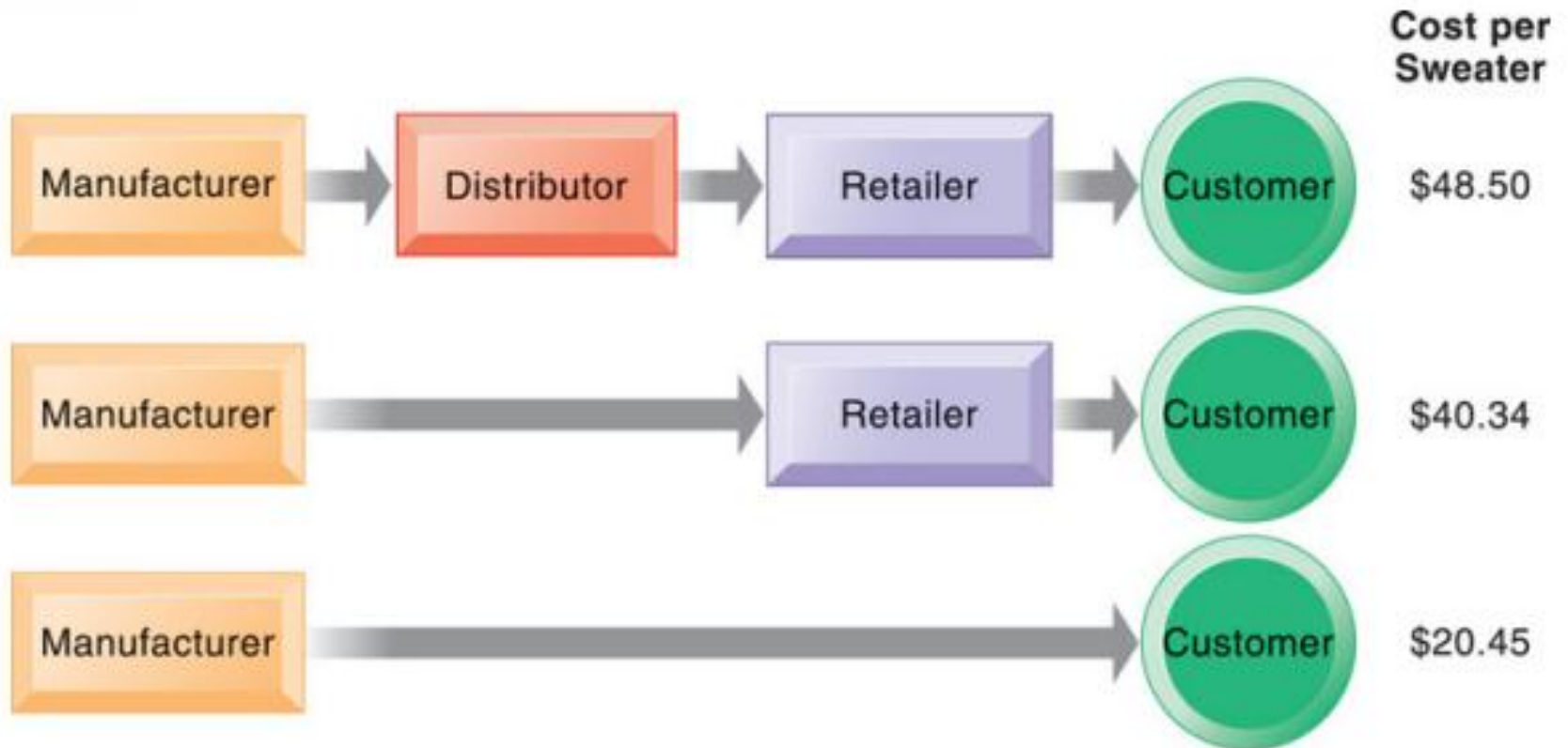


PASAR

- Marketplace: karakter konsumen yang tidak sekedar membutuhkan barang atau jasa tapi juga interaksi sosial dengan penjual maupun masyarakat ketika berbelanja.///////digital marketplace
- Marketspace: produk atau jasa tertentu dijual melalui transaksi secara on-line.
- Customerspace produk atau jasa yang membutuhkan jaminan kualitas terbaik dan bisa memenuhi standar atau nilai yang dibutuhkan pelanggan.



FIGURE 10-2 THE BENEFITS OF DISINTERMEDIATION TO THE CONSUMER



The typical distribution channel has several intermediary layers, each of which adds to the final cost of a product, such as a sweater. Removing layers lowers the final cost to the consumer.



DIGITAL GOODS

- Buku, perangkat lunak, cd, dvd, dll
- Pelayanan antar barang
- Digital goods tidak mempunyai margin nilai produksi untuk produk kedua dan seterusnya





TABLE 10-3 DIGITAL MARKETS COMPARED TO TRADITIONAL MARKETS

	DIGITAL MARKETS	TRADITIONAL MARKETS
Information asymmetry	Asymmetry reduced	Asymmetry high
Search costs	Low	High
Transaction costs	Low (sometimes virtually nothing)	High (time, travel)
Delayed gratification	High (or lower in the case of a digital good)	Lower: purchase now
Menu costs	Low	High
Dynamic pricing	Low cost, instant	High cost, delayed
Price discrimination	Low cost, instant	High cost, delayed
Market segmentation	Low cost, moderate precision	High cost, less precision
Switching costs	Higher/lower (depending on product characteristics)	High
Network effects	Strong	Weaker
Disintermediation	More possible/likely	Less possible/unlikely



Type e-commerce

- Business-to-Customer (B2C)
- Business-to-Business (B2B)
- Consumer-to-Consumer (C2C)





TABLE 10-4 HOW THE INTERNET CHANGES THE MARKETS FOR DIGITAL GOODS

	DIGITAL GOODS	TRADITIONAL GOODS
Marginal cost/unit	Zero	Greater than zero , high
Cost of production	High (most of the cost)	Variable
Copying cost	Approximately 0	Greater than zero, high
Distributed delivery cost	Low	High
Inventory cost	Low	High
Marketing cost	Variable	Variable
Pricing	More variable (bundling, random pricing games)	Fixed, based on unit costs





MODEL BISNIS e-commerce

- Portal (google, yahoo, bing, MSN, AOL, Ask)
- e-tailer (online retail store) (Amazon)
- Content provider (all intellectual property...internet-based distributor)
- Transaction broker
- Market creator
- Service provider
- Community provider

**TABLE 10-5 INTERNET BUSINESS MODELS**

CATEGORY	DESCRIPTION	EXAMPLES
E-tailer	Sells physical products directly to consumers or to individual businesses.	Amazon RedEnvelope.com
Transaction broker	Saves users money and time by processing online sales transactions and generating a fee each time a transaction occurs.	ETrade.com Expedia
Market creator	Provides a digital environment where buyers and sellers can meet, search for products, display products, and establish prices for those products. Can serve consumers or B2B e-commerce, generating revenue from transaction fees.	eBay Priceline.com ChemConnect.com
Content provider	Creates revenue by providing digital content, such as news, music, photos, or video, over the Web. The customer may pay to access the content, or revenue may be generated by selling advertising space.	WSJ.com GettyImages.com iTunes.com Games.com
Community provider	Provides an online meeting place where people with similar interests can communicate and find useful information.	Facebook MySpace iVillage, Twitter
Portal	Provides initial point of entry to the Web along with specialized content and other services.	Yahoo Bing Google
Service provider	Provides Web 2.0 applications such as photo sharing, video sharing, and user-generated content as services. Provides other services such as online data storage and backup.	Google Apps Photobucket.com Xdrive.com



Model PENDAPATAN e-commerce

- Periklanan
- Penjualan
- Pendaftaran
- Free/freemium
- Transaksi
- afiliasi





Web 2.0

- Jaringan sosial
- Wisdom of crowds





Pemasaran e-commerce

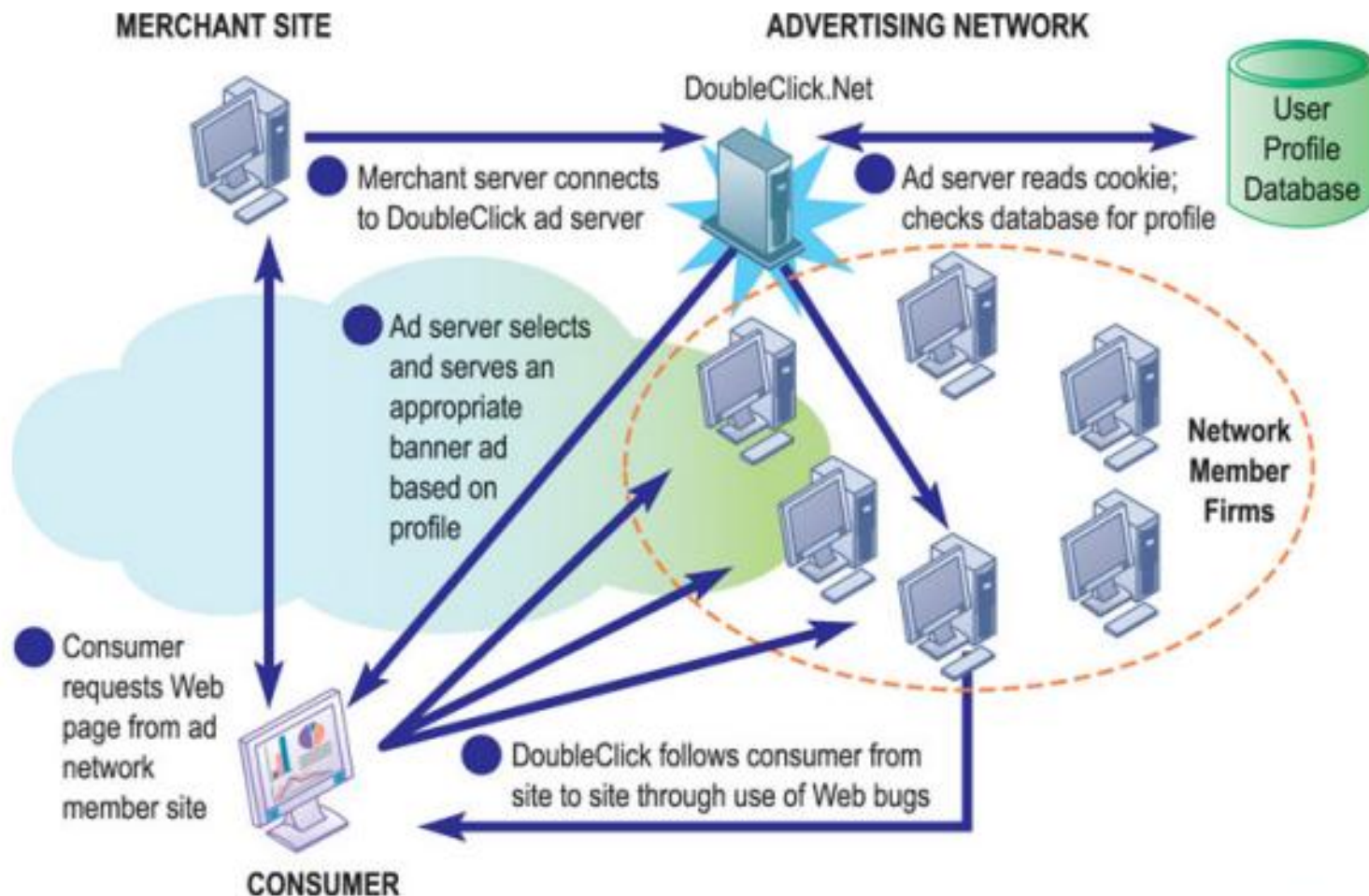
- Long tail marketing
- Targeting



TABLE 10-6 ONLINE MARKETING AND ADVERTISING FORMATS (BILLIONS)

MARKETING FORMAT	2010 REVENUE	DESCRIPTION
Search engine	\$12.3	Text ads targeted at precisely what the customer is looking for at the moment of shopping and purchasing. Sales oriented.
Display ads	\$5.8	Banner ads (pop-ups and leave-behinds) with interactive features; increasingly behaviorally targeted to individual Web activity. Brand development and sales.
Classified	\$1.9	Job, real estate, and services ads; interactive, rich media, and personalized to user searches. Sales and branding.
Rich media	\$1.57	Animations, games, and puzzles. Interactive, targeted, and entertaining. Branding orientation.
Affiliate and blog marketing	\$1.5	Blog and Web site marketing steers customers to parent sites; interactive, personal, and often with video. Sales orientation.
Video	\$1.5	Fastest growing format, engaging and entertaining; behaviorally targeted, interactive. Branding and sales.
Sponsorships	\$.4	Online games, puzzle, contests, and coupon sites sponsored by firms to promote products. Sales orientation.
E-mail	\$.27	Effective, targeted marketing tool with interactive and rich media potential. Sales oriented.

FIGURE 10-5 HOW AN ADVERTISING NETWORK SUCH AS DOUBLECLICK WORKS

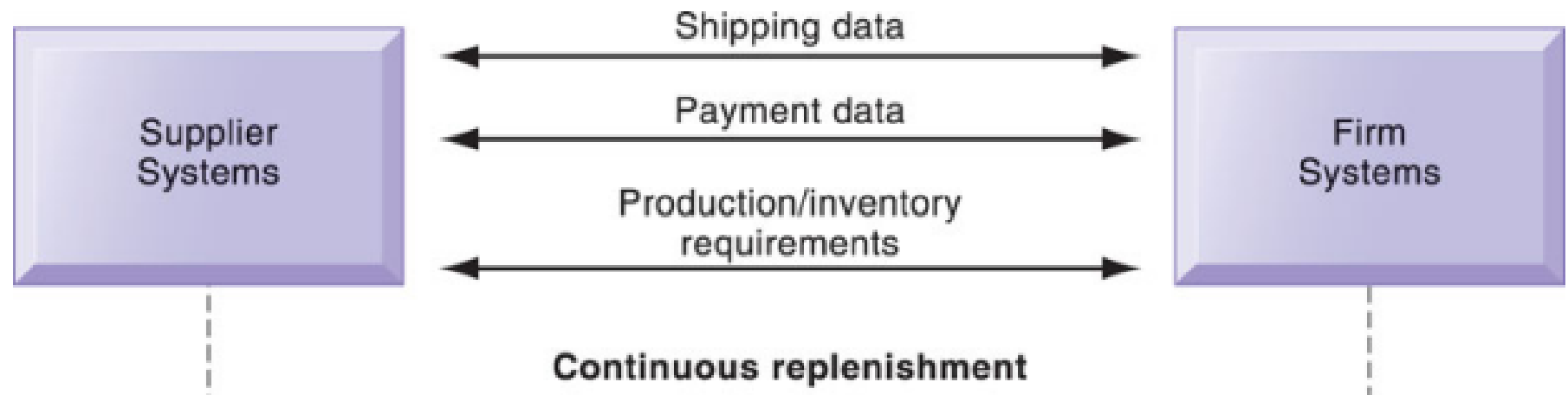


Advertising networks have become controversial among privacy advocates because of their ability to track individual consumers across the Internet. We discuss privacy issues further in Chapter 4.



EDI

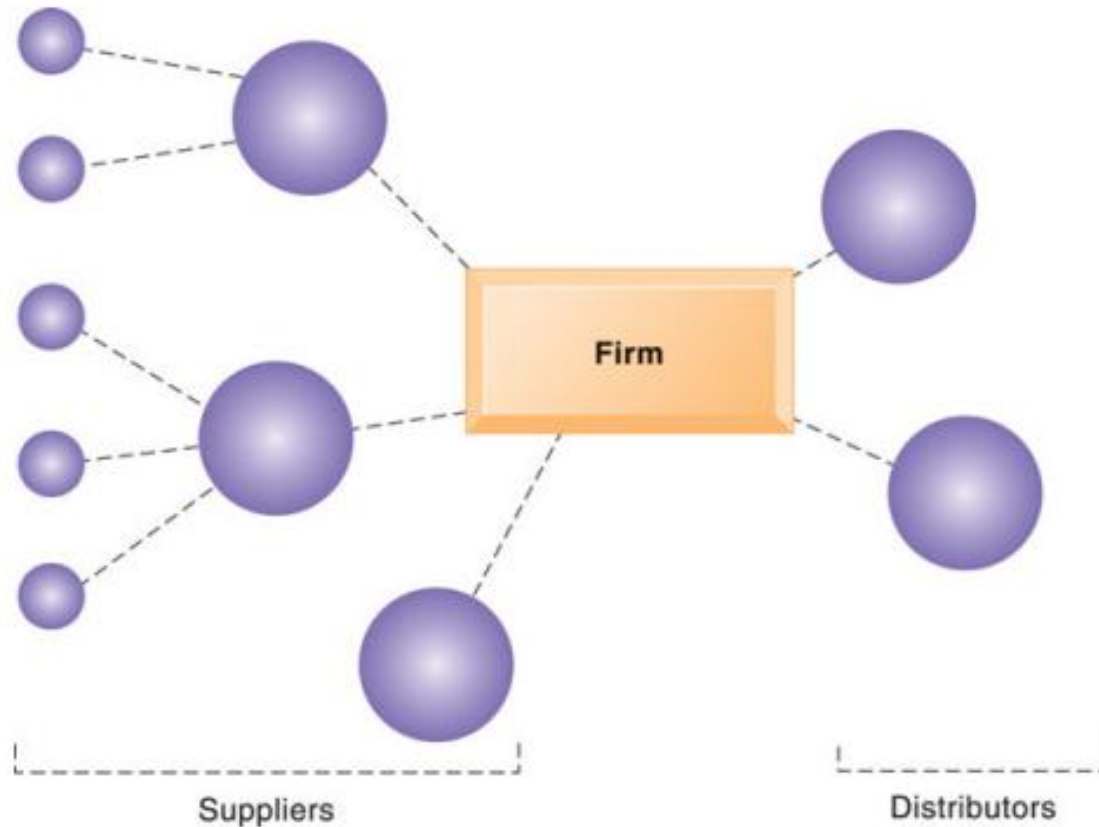
FIGURE 10-6 ELECTRONIC DATA INTERCHANGE (EDI)



Companies use EDI to automate transactions for B2B e-commerce and continuous inventory replenishment. Suppliers can automatically send data about shipments to purchasing firms. The purchasing firms can use EDI to provide production and inventory requirements and payment data to suppliers.

PIN ATAU PRIVATE EXCHANGE

FIGURE 10-7 A PRIVATE INDUSTRIAL NETWORK

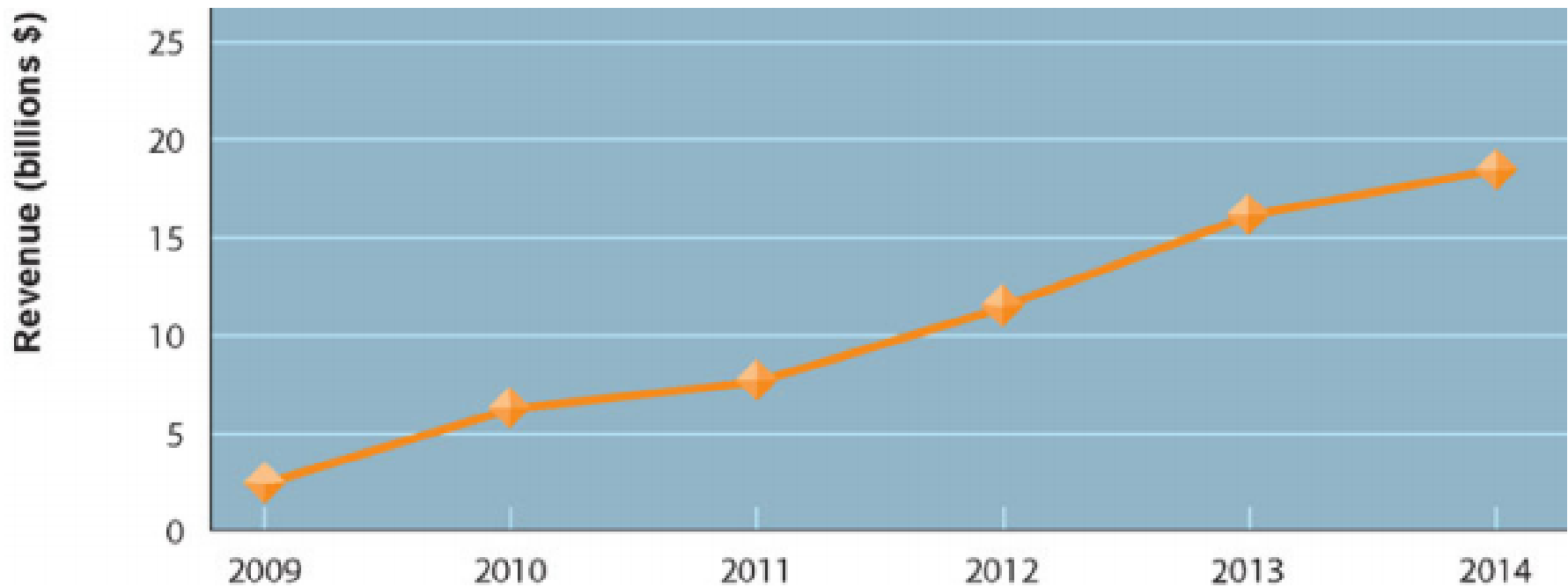


A private industrial network, also known as a private exchange, links a firm to its suppliers, distributors, and other key business partners for efficient supply chain management and other collaborative commerce activities.



M-COMMERCE

FIGURE 10-9 CONSOLIDATED MOBILE COMMERCE REVENUES



Mobile e-commerce is the fastest growing type of B2C e-commerce although it represents only a small part of all e-commerce in 2010.



- LOCATION BASED SERVICE
- BANKING N FINANCIAL SERVICE
- WIRELESS ADVERTISING N RETAILING
- GAMES N ENTERTAINMENT





MEMBANGUN SITUS

- ANALISA KEBUTUHAN
- TUJUAN BISNIS, FUNGSI SISTEM DAN KEBUTUHAN INFORMASI
- MEMBUAT SITUS: IN-HOUSE VS OUTSOURCING

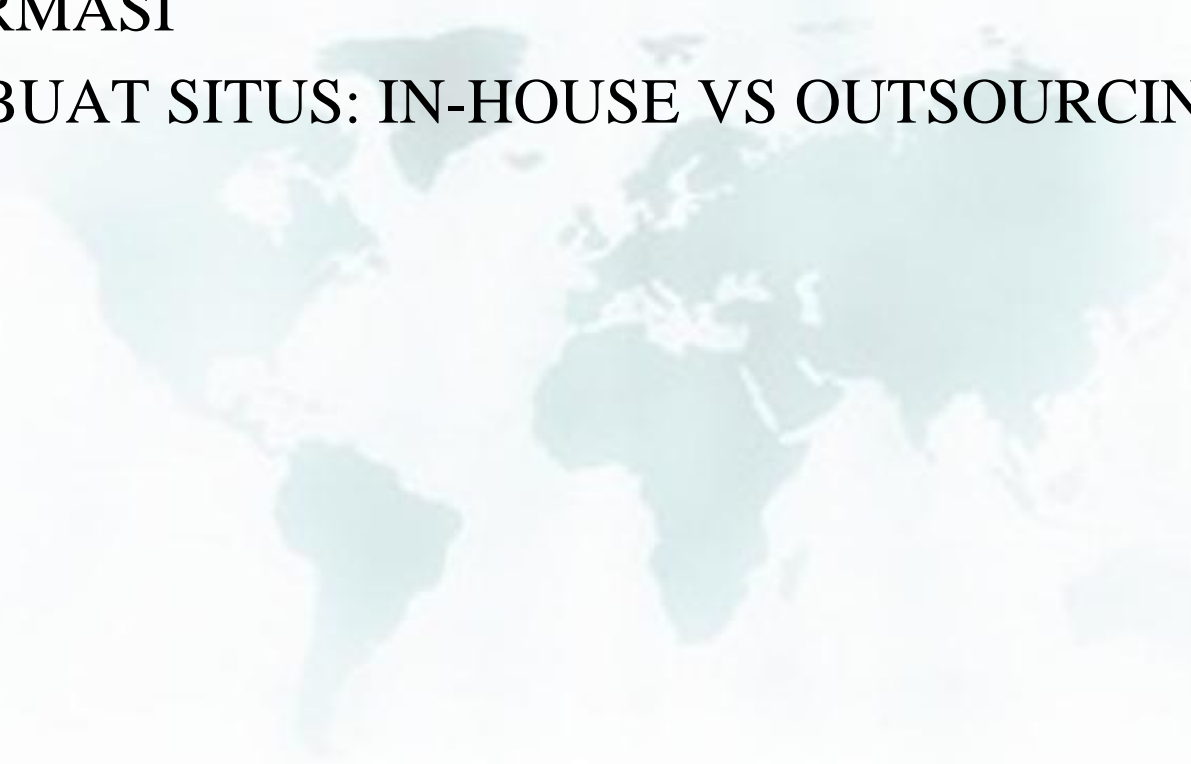


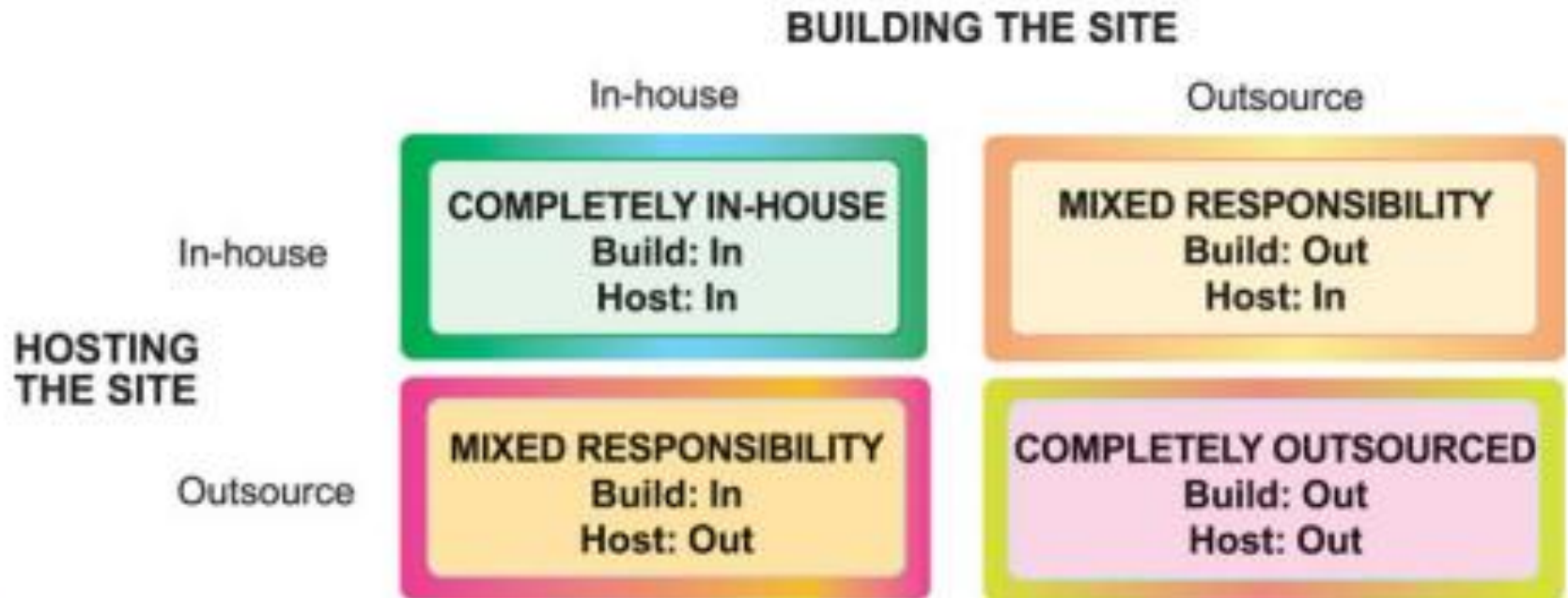


TABLE 10-7 SYSTEM ANALYSIS: BUSINESS OBJECTIVES, SYSTEM FUNCTIONALITY, AND INFORMATION REQUIREMENTS FOR A TYPICAL E-COMMERCE SITE

BUSINESS OBJECTIVE	SYSTEM FUNCTIONALITY	INFORMATION REQUIREMENTS
Display goods	Digital catalog	Dynamic text and graphics catalog
Provide product information (content)	Product database	Product description, stocking numbers, inventory levels
Personalize/customize product	Customer on-site tracking	Site log for every customer visit; data mining capability to identify common customer paths and appropriate responses
Execute a transaction payment	Shopping cart/payment system	Secure credit card clearing; multiple options
Accumulate customer information	Customer database	Name, address, phone, and e-mail for all customers; online customer registration
Provide after-sale customer support	Sales database and customer relationship management system (CRM)	Customer ID, product, date, payment, shipment date
Coordinate marketing/advertising	Ad server, e-mail server, e-mail, campaign manager, ad banner manager	Site behavior log of prospects and customers linked to e-mail and banner ad campaigns
Understand marketing effectiveness	Site tracking and reporting system	Number of unique visitors, pages visited, products purchased, identified by marketing campaign
Provide production and supplier links	Inventory management system	Product and inventory levels, supplier ID and contact, order quantity data by product



FIGURE 10-10 CHOICES IN BUILDING AND HOSTING WEB SITES



You have a number of alternatives to consider when building and hosting an e-commerce site.

FIGURE 10-11 COMPONENTS OF A WEB SITE BUDGET

