

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

People in Indonesia have experienced technological developments from time to time, one of which is the presence of the internet. Various advantages in using the internet make people start switching. The needs and desires of the community will continue to change along with the times and these factors can also affect the system of people's consumption patterns. People need supporting facilities to meet their needs. According to Warayuanty and Suyanto in Chrystiantari (2019) with the use of internet technology, then a new phenomenon emerged, namely online shopping (e-commerce). So many people use online shopping sites to buy the things they need. Through online shopping channels, it is believed that buyers can save time, money and effort.

The presence of e-commerce also supports online shopping in Indonesia. The existence of e-commerce has made it easier for transactions to buy everything you need with the fastest growing e-commerce in the world. The growth of e-commerce in Indonesia has increased by 78% in 2018. This makes Indonesia the country with the fastest growing e-commerce to beat other countries. The rapid growth of e-commerce is also not due to people's needs, but also the influence of e-commerce in Indonesia which always makes it easy to shop online with their respective advantages. In Indonesia, the growth of e-commerce is growing. Statista in Chrystiantari (2019) estimates that the growth of e-commerce activities in Indonesia will continue to increase, currently in 2019 as many as 147.1 million Indonesians are involved in e-commerce activities.

As explained by Harahap and Amanah (2018) e-commerce is able to cause several problems such as the emergence of consumptive behavior or waste due to

being too frequent and engrossed in the ease of online shopping transactions. The creation of consumer consumptive behavior has increased the growth of various e-commerce in Indonesia. The emergence of various e-commerce in Indonesia has made online business competition increasingly difficult. Marketers must be able to understand the real needs of the market so that consumers then get good value every time they transact on the e-commerce.

As quoted from iprice (2020), there is competition for online stores in Indonesia. These online stores include Tokopedia, Shopee and Lazada, which are entered into e-commerce based on monthly web visitors. The following is a picture of online shop competition in Indonesia.

**Table 1.1 E-Commerce Data**

Toko online	Pengunjung Web Bulanan	Rangking Appstore	Rangking Playstore	Twitter	Instagram	Facebook
Shopee	96.532.300	1	1	486.100	5.965.200	18.870.500
Tokopedia	84.997.100	2	4	611.900	2.120.700	6.385.100
Lazada	22.674.700	3	3	398.300	2.327.200	30.072.000

Source: *Peta E-commerce Indonesia (iprice 2020)*

From the table above, it can be seen that the largest monthly web visitors were obtained by **Shooper** as many as 96.532.300 visitors, and ranked 1st on the Appstore and Playstore, the e-commerce Shopee has followers of 486,100 on Twitter, 5,965,200 on Instagram and 18,870,500 on Facebook. In addition, **Tokopedia** has 84,997,100 visitors, rank 2 on the Appstore and rank 4 on the Playstore, e-commerce Tokopedia has followers of 611,900 on Twitter, 2,120,700 on Instagram and 6,385,100 on Facebook. and **Lazada** with 22,674,700 visitors, ranked 3rd on the Appstore and Playstore, Lazada e-commerce has 398,300 followers on Twitter, 2,327,200 on Instagram and 30,072,000 on Facebook. The creation of a large number of web visitors occurs because of the good value felt by customers so that they can make purchases via e-commerce. In maintaining to remain the top e-commerce in Indonesia, of course companies must be able to create customer perceived value well.

The theories related to this research include customer perceived value. According to Howard and Sheth in (Isnain 2013) consumer satisfaction is a buyer's cognitive situation related to the equivalence or mismatch between the results

obtained and the sacrifices made. The main factor that determines customer satisfaction is the customer's perception of service quality. Meanwhile, according to Tirtayani in Suryani (2016), marketers will create products that match the needs and desires of consumers, so that consumers will feel the value they get when consuming products from companies.

Based on the above background, the author will conduct research on "**A Comparative Study of Factors Forming Customer Perceived Value E-Commerce in Indonesia (Case Study on Tokopedia, Shopee and Lazada)**". The author hopes this research can find out what the factors that form e-commerce in Indonesia are.

## **1.2 Formulation of the problem**

Based on the above background, the authors formulate a problem that arises is:

1. How to compare the factors that forming the customer perceived value of e-commerce in Indonesia (Case Studies on Tokopedia, Shopee and Lazada)?
2. What is the compare of the dominant factors that forming the customer perceived value of e-commerce in Indonesia (Case Studies on Tokopedia, Shopee and Lazada)?
3. What is the compare of the non dominant factors that forming the customer perceived value of e-commerce in Indonesia (Case Studies on Tokopedia, Shopee and Lazada)?

## **1.3 Purpose of the Study**

The objectives of this study are as follows:

1. To compare the factors that forming the customer perceived value of e-commerce in Indonesia (Case Studies on Tokopedia, Shopee and Lazada)
2. To find out the most dominant factors that forming the customer perceived value of e-commerce in Indonesia (Case Studies on Tokopedia, Shopee and Lazada).

3. To find out the least Non dominant factors that forming the customer perceived value of e-commerce in Indonesia (Case Studies on Tokopedia, Shopee and Lazada).

#### **1.4 Significance of the Study**

##### **1. Theoretical Aspects**

Through this research, it is hoped that it can provide theoretical benefits, namely as a reference to increase knowledge and develop knowledge, especially in the field of marketing.

##### **2. Practical Aspects**

This research is expected to provide input to e-commerce marketers Tokopedia, Shopee, and Lazada. If later there are factors that do not shape the perceived value of consumers, e-commerce can make improvements. In addition, the dominant factors created on the top 3 e-commerce sites can be a reference for other e-commerce companies to increase productivity by supporting these values.

##### **3. In Terms of Society**

This research is expected to be a reference for the community in using and choosing e-commerce sites for shopping

#### **1.5 Scope and Limitation of the Problem**

Based on the background previously described, the writer defines the problem so that the scope of this research has clear boundaries. The limitations of the problems created are:

1. Only discusses three e-commerce in Indonesia, namely Tokopedia, Shopee and Lazada.
2. Only discusses customers perceived value and does not discuss other variables.
3. This research was conducted to compare and find out the dominant and non-dominant factors that form the customers perceived value of e-commerce in Indonesia

## **1.6 Writing system**

In order to provide a clear picture of the writing of this project, a writing system was developed that contains information about the material discussed in each chapter. The systematics of this writing are as follows:

### **CHAPTER 1 INTRODUCTION**

In this chapter, the authors describe the background, the formulation of the problem, the objectives and benefits of the research, the scope and limitations of the problem and the systematic writing in the final report.

### **CHAPTER 2 LITERATURE REVIEW**

In this chapter, the authors describe the theoretical basis that will be used in the completion of research both in general and in particular which consists of previous research, theoretical basis, and framework of thought.

### **CHAPTER 3 RESEARCH METHOD**

This chapter describes the methods of conducting research, which consists of location, time and object of research, types and sources of data, population and samples, sampling techniques, data collection techniques, data processing techniques, scale measurement, validity and reliability testing, type of research, definitions of concepts and operational variables as well as research schedules and budgets.

### **CHAPTER 4: RESULTS AND DISCUSSION**

This chapter contains the results, discussion and limitations of the research

### **CHAPTER 5: CONCLUSIONS AND SUGGESTIONS**

In this chapter, there are conclusions and suggestions as the final research description.

### **REFERENCES**

### **APPENDICES**

### **WRITER BIOGRAPHY**