

ANALYSIS OF INTEGRATED SYSTEM E-COMMERCE IN MANAGEMENT OF MARKET PLACE MOBILE SHOPEE COMPANIES IN INDONESIA

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ABSTRACT

This study aims to review the integrated system of managing mobile shopee market place companies in Indonesia. The sample of this research is PT Shopee which is located in the district / city in Indonesia. With a total sample of 1 mobile shopee market place company. In this study, the sample was selected using simple random sampling and the data were analyzed using path analysis. The results of this study indicate that. The effect of Shopee's e-commerce integration system, expanding the market to national and international markets, reducing the cost of using cards for production, processing, distribution, storage and retrieval of transaction information, reducing the time between capital expenditure and receipt of products and services.

Keywords : System Integration, E-Commerce, Shopee

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INTRODUCTION

The Integrated System aims to make it easier for the public to register and provide e-commerce shopee services in Indonesia. In an effort to integrate the existing e-commerce system at PT Shopee, the integration of the system must be more intended for shopee mobile e-commerce customers or users such as in conducting registration services on the shopee application. So far, people only use Shopee as a place for online shopping but have not registered a complete and detailed Shopee account. Thus, the purpose of this study is to analyze the integrated system of e-commerce in the management of the Shopee Market Place Mobile company.

METHOD

The research method used in this study is a qualitative description which forms one type of research that aims to create a complete explanation based on facts in social events and literature review. By utilizing a description to answer the next objective of conducting an analysis related to the Integrated E-Commerce System in the management of the Market Place Mobile Shoppe company in Indonesia. The population in this study, namely E-Commerce companies in Indonesia as many as more than 10 companies from 2015-2021 with a number of samples taken by choice of 1 E-Commerce company, namely the Market Place Mobile Shopee company in Indonesia.

Judging from the scope of the research, the data needed is descriptive qualitative data consisting of words created by experts in the field of e-commerce. Collecting the required data is done by collecting some previous documents related to e-commerce.

For example websites:

<https://help.shopee.co.id/s/article/Peduli-Lindungi-dalam-application-Shopee>

<https://tikhaweb.wordpress.com/>

Descriptive qualitative data is data that uses data analysis techniques that do not yet have a clear enough pattern. Qualitative analysis is a way of collecting data, grouping, and sorting data in order to find information that is important and needed to make conclusions as a result of research (Sugiyono, 2016).

RESULTS AND DISCUSSION

a. Integrated System (Integrated System)

Integrated system (Integrated System) is a series to connect several computer systems and software that work physically or work functionally. Then system integration is useful for combining sub system components into a system application and then guaranteeing the function or usability of the sub system components into a unified system.

System Integration (Integrated System) forms a challenge that leads to the improvement of software systems because its development always refers to the consistency of the device system. So that the existing sub-systems will still be applied. Functionally, it still functions as well as when the process of integrating the device system and after it is integrated. The challenge is how to consider a method of integrating such device systems for at least effort even if necessary, not needing to refactor or regenerate existing device systems. (Muhammad Amir Hamzah, 2017)

b. System Integration Concept

Information System Integration is a concept of management information system. Various device systems are interconnected with each other using various ways that best suit their needs. The flow of information is very useful if the information in the information on the system is also needed by other systems. And the output of a system becomes input for other systems. Based on the guide is also able to achieve a certain integration. For example, information from one department is brought to another, then by administrative management personnel the information listed is integrated with information from other systems. Therefore, by guiding it to a higher degree of integration.

The concept of System Integration is where the concept of systems are interrelated in various ways according to their needs. This event is very useful if the information in the document of one system is also treated by other systems or the output of a system as other input systems. The advantage of system integration is the improvement in the flow of information in an organization. A notification usually takes time, but more and more appropriate information in managerial activities can be found when needed. This advantage is a strong reason to favor the right information system at the right time. Another advantage of system integration is the nature that triggers managers to communicate information obtained from the department so that it can always run to other systems that need it. (Muhammad Amir Hamzah, 2017)

c. E-Commerce

E-commerce is a plan or strategy that is very important in the business world. Because e-commerce can increase the level of efficiency in online shopping, e-commerce is usually more complicated than using traditional ways of doing business. (Santoris, 2012).

According to the Directorate General of Taxes Number: SE-62/PJ/2013, part A, E-commerce is also a business or commercial transaction or service that uses an electronic system.

Examples of the use of e-commerce are various kinds of online buying and selling applications, such as; Shopee, Tokopedia, Lazada, Bukalapak, ZALORA, JD.ID, Zilingo, Amazon, and so on.

Based on the RI Minister of Finance Regulation No: 210/PMK.010/2018. Electronic commerce includes several elements, namely (Finance of the Republic of Indonesia, 2018):

1. Places or media in the form of applications, websites, or internet-based agency and service provision services that are used as a place for transactions / commercial facilities that utilize electronic systems.
2. Electronic Communication Devices used for centralized transactions to conduct online trading transactions.
3. A natural, legal or permanent company with a residence or a commercial activity in the factory area that provides a platform in the form of a marketplace, even over top in the transportation area within the electronics market factory area.
4. Residents who live in the factory area who make purchase transactions using the policy facilities that have been provided are called traders.

Some of the advantages of trading or online business by utilizing an electronic system are (Rahmidani, 2015):

1. For organizations that have electronic commerce:
 - a) Useful for expanding business to national and international markets.
 - b) Can reduce the cost of card applications used for production, processing, distribution, selection and retrieval of information.
 - c) Can reduce the time between capital expenditure and receipt of products and services.
2. For consumers who a) use electronics:
 - a) Allows customers from locations to buy or transact 24 hours a day every year;
 - b) Provide customers with a wider choice of products from multiple suppliers;
 - c) Gives customers the ability to visit several places and compare products and services carefully and economically.
 - d) Creating relevant information for consumers in detail in the shortest possible time.
3. For the community:
 - a) So that people no longer need to leave the house to shop, can minimize shopping activities outside the home, can save vehicle costs.
 - b) Enabling products and services that would normally be difficult for people in third world countries and rural areas without E-Commerce "is now easily accessible to anyone".

d. Shopee Application Integrated System Service

Shopee is an e-commerce application that provides trading services to users. To use the Shopee app, download the app from the Play Store or go directly to the web. You can use the Shopee app with or without registration. However, once registered, users will be able to use both services simultaneously. The account registration mechanism can be done in two ways. One is a mobile number and the other is an email. Users who already have a Facebook account can log in with their Facebook account. After automatically receiving two services, users buy and sell services from the same account.

1. Sales process. First, the seller selects a product image that will be displayed during the Shopee sales process. Product images can be retrieved directly from your phone's memory via Instagram which is integrated with Shopee, as long as your user account is

connected to Instagram. The seller then completes the data on the goods being sold, starting with the price, description, and ending with shipping costs that the buyer can choose. In addition, the products and data entered by the seller will be displayed in the seller's account.

2. Purchase process. First, the buyer selects the item and then proceeds to the checkout process. The buyer then enters the full address (e.g. street, kel, keck, city, state). Stores often use the full address to determine the cost of shipping an item from the seller's location to the buyer's location. Third, for example, the buyer chooses the delivery service option. JNE, JANDT, Pos, etc. Fourth, we will continue to choose various payment methods, from bank transfers to using credit cards, through Indomaret and Shopeepay. Shopeepay is a top-up credit that can be used for purchase transactions at Shopee.

Application integration is a strategic approach to standardize multiple information systems, both at the information service level and the ability to exchange information and provide processes in real time. Several applications that are integrated with Shopee include banking applications for payments, delivery/expedition applications, and social networking applications.

There are different types of approaches taken in integrating application, information, business process, service-oriented and portal-oriented. Shopee uses an information approach that works more at the data level to improve Shopee user services. It can be said that the information approach is an integration approach at the data layer where data from one application can be accessed in another application.

There is an architecture that the Shopee application fulfills to be defined as an interoperable application, namely Communication Model, Integration Method, Middleware, and Service Type.

1. In-store Communication Model, receiver, sender, reply and request. The recipient where the application receives the request from the sender. The sender to whom the application sends the request. The average application makes a request by entering input and then receives input results based on the requested request.
2. The Shopee Integration Method is a entertainer that provides access to presentations, data and functionalities in applications in a structured manner.
3. Middleware used is data access middleware and distributed object technology.
4. The Service Type in the store application uses a different type, a workflow type where the buyer can track shipments in the delivery selected by the service, conversion by validating the store user account number by entering information in the account to transfer revenue from store sales to the seller. It also uses a security service to log in with a Facebook account.

e. Implementation of Shopee Application Integration and Interoperability

Based on the relationship between Shopee application reviews and application interoperability integration, Shopee has implemented interoperability solutions in its services that integrate other applications with an information-centric approach. Below are the integration and interoperability of Shopee features:

1. Log in to the Shopee app with your Facebook account. Shopee can validate the account number entered by the user.
2. Uploads for sale to Shopee can be accessed directly from the logged in user's Instagram.

3. Shopee users/buyers can directly track products purchased on selected expeditions through Shopee.
4. The buyer can confirm that the seller has entered a shipping receipt for the expedition.

CONCLUSION

Based on the results of data analysis of the integrated e-commerce system management of the Shopee Indonesia mobile marketplace company, the following conclusions can be drawn:

1. An information system (integrated system) is a series of tests used to physically and functionally verify the interconnection of application software with several computerized systems. Integrated systems combine subsystem components into a single system, ensuring the functionality of the subsystems as an integrated system.
2. Information system integration is one of the important concepts of management information systems. You can connect different systems in different ways, depending on your needs. If information in one system is required by another system, or if the output of one system is used as input to another system, the flow of information between the two is very useful. This guide can also achieve multiple levels of integration. For example, moving information from one section to another, and administrators combining that information with information from other systems. Therefore, if you become a guide, the level of cohesion is high.

From the results of this study, it was found that the data regarding the integrated system of e-commerce in the Shopee company did not yet have the correct data, there were still some data that contained discrepancies in the integration of the Shopee mobile e-commerce system. So far, people only use Shopee as a place or place for online shopping but have not registered a complete and detailed Shopee account, it is better if Shopee application users complete account registration so that problems do not occur in the future.

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