

Scope of e-Business & e-Commerce to Business and Modern Life

Rosita¹*, Masduki Asbari²

Universitas Insan Pembangunan Indonesia, Indonesia

Coressponding Email: rosita031001@gmail.com

Abstract - *E-commerce & e-business refers to the use of the Internet and the Web to transact business. More formally, e-commerce & e-business is a digital commercial transaction between organizations and individuals. Digital is meant here mostly through the internet and the web. This thing is unique in that it is available anywhere, anytime. Allows you to shop from the desk, home, and workplace. Using the E-commerce market from the market goes beyond traditional boundaries and removes temporal and geographic location. And for customers, it will save costs and time from not having to go to the real market (Ubiquity). E-commerce & e-business enables transactions across cultures and national boundaries more conveniently and effectively (global reach). The technical standards of E-commerce & e-business are universal and this makes consumers reduce their efforts to find which goods are suitable because the product standards are universal.*

Keywords: *e-business, technology, e-commerce, business, opportunities*

INTRODUCTION

The problematic is undeniable that the development of this era is moving very rapidly. In the same time with the development of Science and Technology, from time by time. The development of technology is followed by its application which is increasingly infatuated in industrial activities, business, and other purposes, indeed becoming increasingly sophisticated and instantaneous to any situation and condition. So civilians actually have to following the era of science and technology that happened right now. Today people using internet-based communication media. The growing internet and its increasingly widespread use in various fields make the internet something that cannot be separated from daily activities. In the increasingly high competition in the business world, a work system that is fast, effective, and efficient is needed. In the future era, paper usage is will be decreasing, because people are accustomed to using the internet and software technology in recording and storing documents, including business documents.

Based from the internet business process, it has changed the entire industry and market, which will also have a huge impact on customers and businesses. Example, the vamous market that is in demand by urban people, many groups, and the community is the market via the internet or commonly called e-business or also e-commerce. However, more people mention e-business, because the word e-business has a much more complex meaning, and is no stranger to hearing. In the e-business industry, the website is the main place that companies offer services. So the website plays a very important role in the success of an e-business, especially in terms of the concept of online shopping. The concept of online shopping

provides many conveniences and advantages when compared to the concept of ordinary shopping. The paradigm is taken from the faster transaction process. Applied to product sales channels too, where all the goods are sold fully. Consumers don't just shop in the real world through department stores or malls. However, the use of technology makes it possible to carry out purchasing activities only with fingers whose purchases are made via the internet without having to leave the house or bed.

Now the emergence of online buying and selling causes various products to be seen and prices known and even able to negotiate prices without having to come directly to the place where the goods are sold, such as; Tokopedia, Lazada, Blibli.com, Bukalapak, etc.

Therefore, we need some solutions that an alternative solution that allows making transactions or accessing information without relying on information sources and access locations so as to provide more flexible services for consumers. An application of technology that complements the existing model and is expected to provide convenience that encourages transactions in online businesses.

METHOD

The method is used by the author in this research is theoretical research, which uses an assessment of the module and several journal references. Which is, so many theories about e-business and the other.

RESULT AND DISCUSSION

The era, global world is growing, from day by day increasingly sophisticated technological advances, computers, and telecommunications that support the development of internet technology. With the internet, business people no longer have difficulty in obtaining any information, to support their business activities, even now tend to be obtained from various kinds of information, so that information must be filtered to get the right and relevant information. It turned the information age into the internet age. The use of the internet in business is changing from a function as a tool for electronic exchange of information and into a tool for business strategy applications, such as; marketing, sales, and customer service.

Marketing on the internet tends to penetrate various barriers, national boundaries, and without standard rules. While conventional marketing, goods flow in large parties through sea ports, using containers, distributors, guarantee institutions.

Marketing on the internet is the same as direct marketing, where consumers are in direct contact with the seller, even though the seller is abroad. If you look more closely, e-business is a cutting-edge work that can ease the burden on people who want to sell without a suitable place or land to sell. With e-business, life is much more meaningful, because it doesn't take time to waste.

E-Business

It is undeniable that the role of e-commerce is very large in changing the conventional business model, changing the structure of transaction costs, and changing the transaction relationship between buyers-buyers, sellers-sellers and everyone involved in it. The role of e-commerce does not just happen in an instant, but goes through several stages as follows:

1. First Stage (1994-1997)

This stage is the initial stage of e-commerce which is still in the form of a web-site. Many companies build web sites that provide information and visitors can leave names and addresses for the company to call back.

2. Second Stage (1997-2000)

At this stage, e-commerce has begun to be used for buying and selling transactions through digital media. The focus of this e-commerce is to place a purchase order.

3. Third Stage (2000-Sekarang)

The focus of this e-commerce is to make a profit. Profits not only increase gross income, but also increase gross margins. Kalakota and Robinson (2001) call it e-business which is different from e-commerce.

E-business is not only buying and selling through network sites, but is more directed to business strategies that change business models or structures, with the help of internet technology to maximize value to subscribers and increase profits to companies. According to Turban, et al. (2002), e-business is broader than e-commerce, which does not only involve the sale and purchase of goods and services, but also involves service to customers, cooperation with business partners, and conduct electronic transactions within an organization. However, many say that although they are different, e-commerce and e-business are two interchangeable terms.

E-Commerce

Several definitions have been given for e-commerce (electronic commerce). Martin, et al. (1999) defined e-commerce as the use of IT to conduct business activities between two or more organizations or between an organization and one or more end-customers, via one or more computer networks. From this broad definition, e-commerce can be classified into two applications as follows:

1. Electronic Commerce Applications Between Business Organizations

E-commerce application systems that involve business organizations are often referred to as interorganizational systems (IOS) or business to business (B2B). With this interorganizational system, it allows a company to more efficiently and effectively conduct business activities with suppliers, with customers or with dealers and distributors. A successful example of this application, for example, is SABER, which is a ticket reservation system owned by American Airline and electronic data interchange (EDI).

2. Electronic Commerce Applications between Business Organizations and End Customers

The most talked about e-commerce applications today are e-commerce applications that use internet services through the World Wide Web (WWW) network. This application is also known as B2C (business to customers). By using the internet, it is possible for a company to reach its final customers anywhere, anyone, and anytime. This concept is consistent with the concept of reach and range by Keen (1991), which proposes companies that use IT to gain a strategic advantage to attract reach from IT to the end customers.

In the late 1990s, e-commerce began to use internet technology, especially using web technology. E-commerce via the internet also has the same advantages as those of EDI. Another advantage over the internet is the cost reduction that is greater than the cost reduction due to the use of EDI because the cost of internet access is cheaper than the cost of communication with EDI. Another added advantage is that the use of the internet can reach further to the end-customer. Furthermore, Martin, et al. (1999) stated that the additional advantages of e-commerce via the internet compared to via EDI are as follows:

1. Cheaper distribution of digital documents and products.
2. Ability to provide support services to customers.
3. New marketing channel.
4. Have the ability to attract new customers.
5. Provides a single point of contact for a wide range of products and services.
6. Can be used as a market research medium.

In addition to the benefits e-commerce derives from using the internet, Several obstacles were also encountered, such as the following:

1. Security
2. Access security.
3. Transmission security.
4. Too much traffic load.
5. Sensor difficulty

The Industrial Revolution 4.0

The digital revolution and the disruptive age of technology are another term for industry 4.0. Called the digital revolution because of the proliferation of computers and the automation of recorders in all areas. Industry 4.0 is said to be a disruptive age of technology because of automation and connectivity in a field would make the industrial world and work competition obsolete. One of the unique characteristics of industry 4.0 is the application of artificial intelligence. One form of application is the use of robots to replace human forces, thus cheaper, effective, and efficient. Technological advances made automation possible in almost all areas. New technologies and approaches that combine the physical, digital, and biological worlds will fundamentally change human patterns and interactions

The Key To Proper Business Competition

1. Customer

Focus on customers is the main key to success in increasingly fierce business competition, especially in e-business. Customers usually want to do business continuously based on aspects of speed, convenience, personalization/individual, and price. Producers must pay attention if the products/services offered have met the needs and priorities of customers.

Another factor that must be considered is that doing business on the internet has a very low entry barrier. That is, every time new business competitors will appear. Customers can visit online stores quickly. Automatically, manufacturers get new customers quickly too.

Internet market means global (international) market. The target market share is very large and is required to always innovate, have fun, create flexible products/services, and customize. Mass products may not be suitable for sale in the market. The needs of customers in Indonesia are different from the needs of customers in the United States.

2. Human Resources and the Present

The next major key is employees. Employees are a valuable asset for every company. The key to the success of the company's work depends on the employees themselves, by recruiting smart employees

and having knowledge will produce smart strategic business decisions as well. It all makes the work process (value chain) more efficient.

3. Information Technology

To be able to keep up with increasingly fierce business competition, information technology is a necessity that cannot be negotiated. Companies without information technology can be sure will gradually be left behind. Information technology will "unlock" creativity and flexibility for future product/service innovations.

E-Business Functions

The function of E-business is to support parts of marketing, production, accounting, finance and human resource management. Online transaction processing plays a very important role in e-business. Companies can establish communication with consumers on a regular basis. Thus, the company can find out the wants, needs and responses of its consumers. The consumer community network that is formed will create a collection of loyal consumers and make it easier for companies to distribute information about products, which means it will save on promotional costs and potentially increase the number of consumers.

Every Company can establish better cooperation with suppliers, namely by building a Supply Chain Management. E-business supports the implementation of remote transactions so that it can increase company revenue because transactions are no longer limited to certain places. Companies can make promotions to Internet users on a two-way basis. E-business is actually a form of electronic-based business, such as radio and television. However, because e-business is widely known to the public when using Internet media, the notion of e-business has shifted to an Internet-based business.

Barriers to the Implementation of E-Business:

1. Quality human resources are needed.
2. Huge investment, especially in terms of technology transfer.
3. The need for training (training) for employees.
4. Technician needed for maintenance.

Impact of E-Business and E-Commerce Implementation

The positive impacts of E-Commerce and E-Business are as follows. First, a new revenue stream that may be more promising, which cannot be found in traditional transaction systems. Because the use of this technology is real time and does not care about the boundaries of distance, space and time, we can quickly receive useful information for increasing company revenues so that we are able to quickly and precisely take strategic steps in the era of global market competition. and free now. Second, it can increase market exposure (market share). By using the internet, we can meet people from various regions. Because we are not stuck in one area, people can easily find us without having to go to a certain area. Third, reduce operating costs (operating costs). With the availability of E-Business and E-Commerce technology facilities, costs, especially for business operations, are becoming cheaper, such as the procurement of transaction paper, record books and file storage racks, and others. Fourth, widen the reach (global reach). As explained above, because they do not know the concept of space and time, the reach to gain new market share is becoming more and more open. Fifth, increase customer loyalty.

In the application of this technology, we can use the means of a web site. In the web, we can customize our customers so that we will understand our customers better. In addition, easy interaction, without having to wait in line, or having to come directly to our company outlets will increase customer loyalty to our company. In today's time, many companies use services such as customer care, online customers, and others, which incidentally is to attract customer sympathy or their customer loyalty. If that goal has been achieved, then they will get recommendations from their customers to new customers. This can also be referred to as soft marketing. Sixth, improve supplier management. With directed and fast and precise communication, the time for distributing goods will be faster. Seventh, shorten production time. As explained earlier, real time communication will increase the speed and effectiveness of employee performance within the company so that the production process will become shorter and will increase, both in quantity and quality and in accordance with the leading market share. Eighth, increasing the value chain (income chain).

CONCLUSION

After being explained from several aspects of e-business above that e-business is indeed very influential on life in today's sophisticated era, especially businesses that have indeed made many breakthroughs to markets in Indonesia and outside Indonesia. So it can be concluded that there are positive and negative e-business

The positive impact is to ease the burden on the community, who do not have land or a place to do business but are still able to do business with easy transactions and can be done anywhere and anytime. While the negative impact is that we have to be able to sort out and choose which ones are good and bad from e-business, because sometimes there are people who are deceived and indeed it depends on the company and its employees.

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