



# Analysis of a Good E-commerce Website

website: [bukalapak.com](http://bukalapak.com)

Presented by Group 1

# Group Members

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# Characteristics of a Good E-commerce Website

**01** Usability

**02** Responsiveness

**03** Fast loading speed

**04** Search functionality

**05** Security

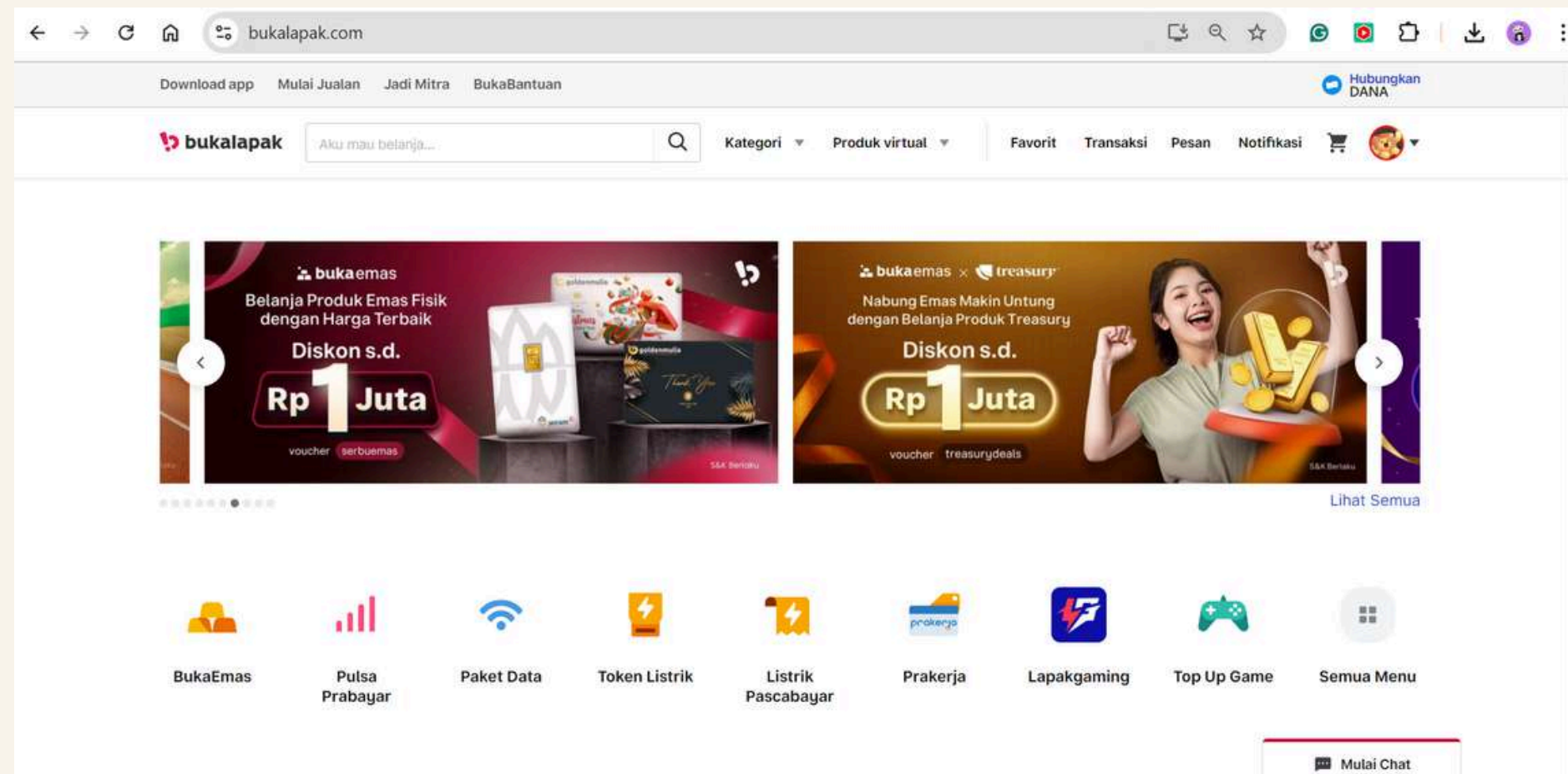
**06** Product information

**07** Customer support

**08** Payment flexibility

# 1. Usability

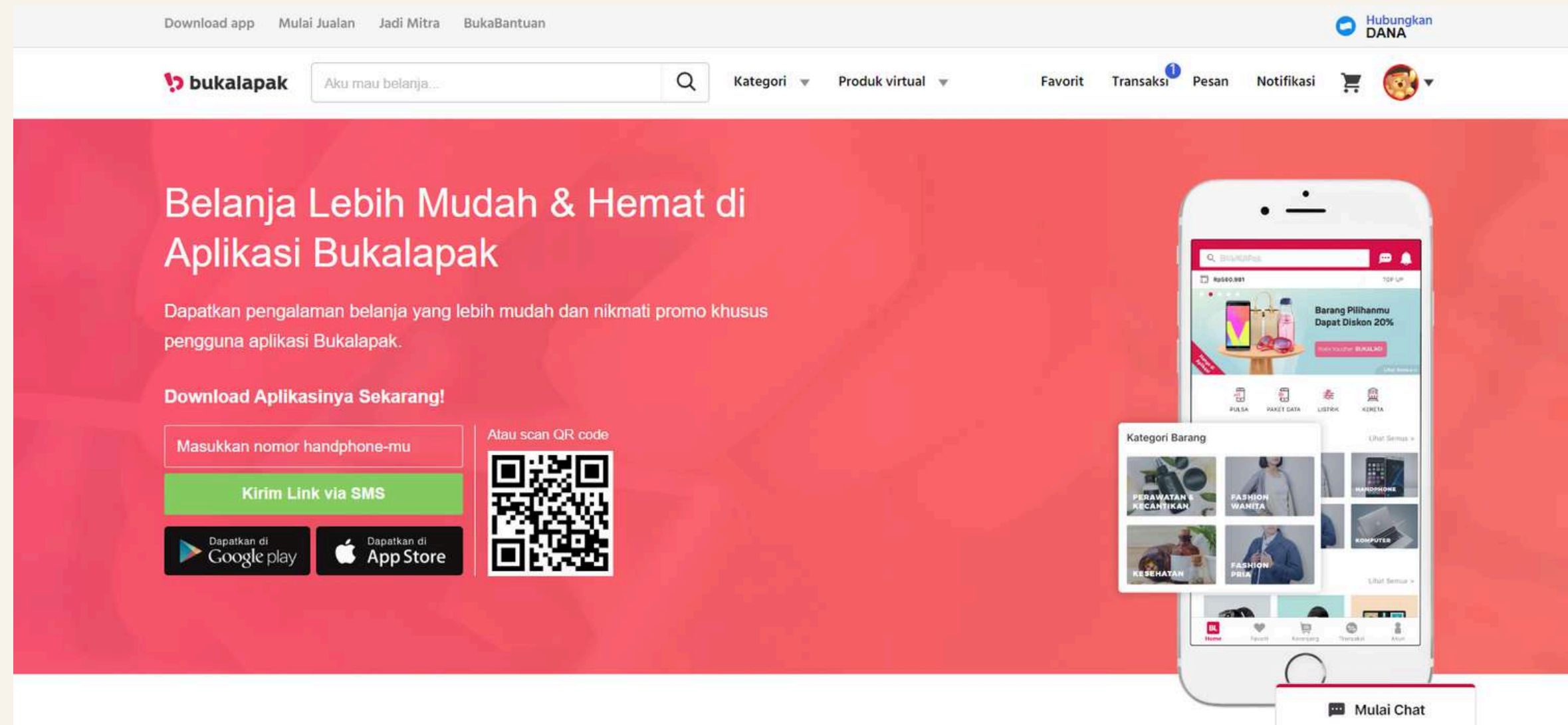
It refers to how easy and efficient the website is for users to navigate, understand, and interact with.



Bukalapak has a user-friendly interface with intuitive navigation. Users can easily browse categories and find products. The design is simple but effective, it helps customers complete purchases with minimal effort.

## 2. Responsiveness

The site should be responsive, meaning it adapts to different screen sizes and works seamlessly across all devices, from smartphones to desktops.



Bukalapak is optimized for mobile and desktop users. It offers a smooth and responsive design across various screen sizes, and it also has a dedicated mobile app for iOS and Android users.



### 3. Fast Loading Speed

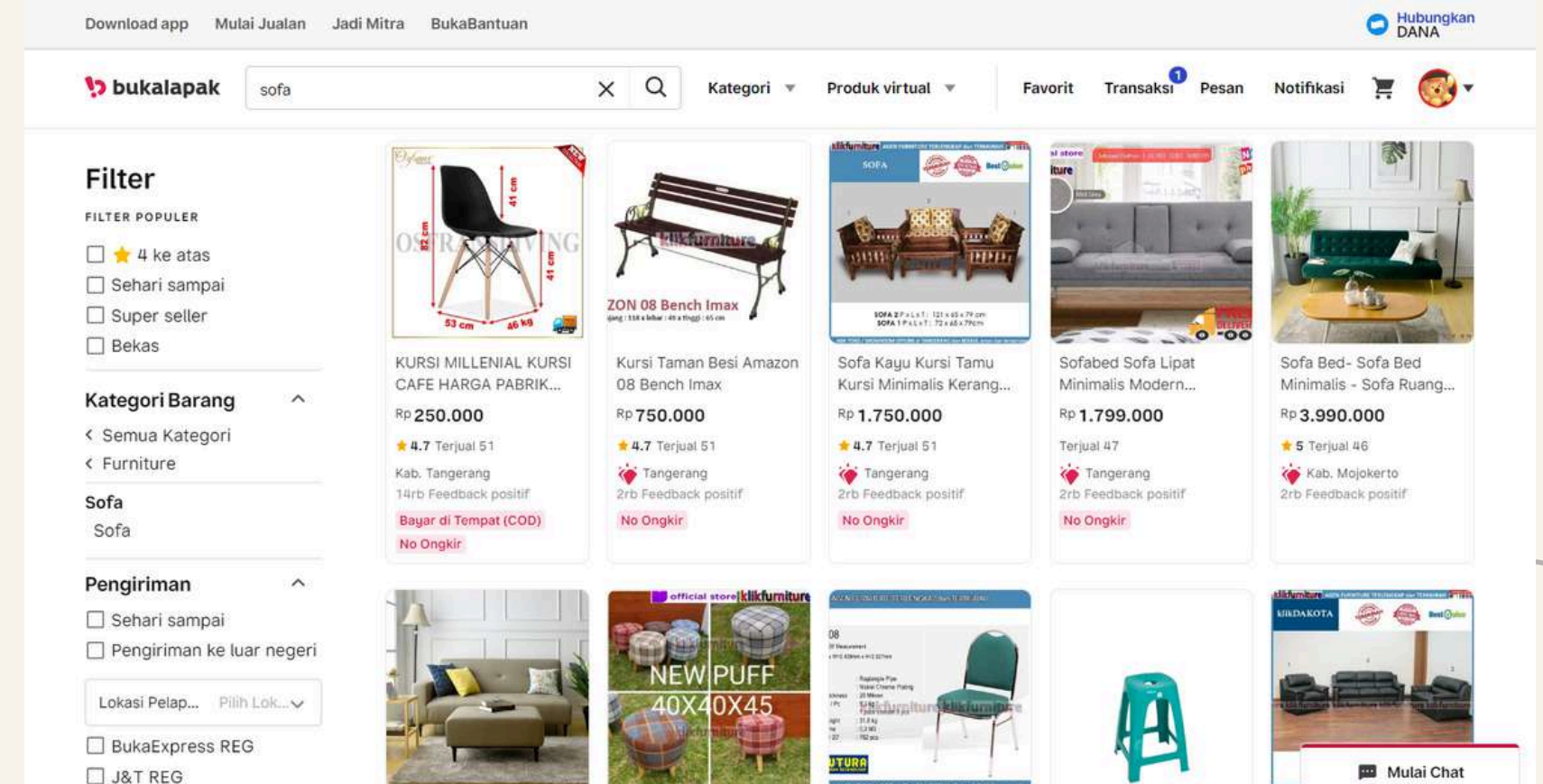
Websites should load quickly to retain user attention. Slow load times often lead to higher bounce rates, as customers may leave if pages take too long to display.

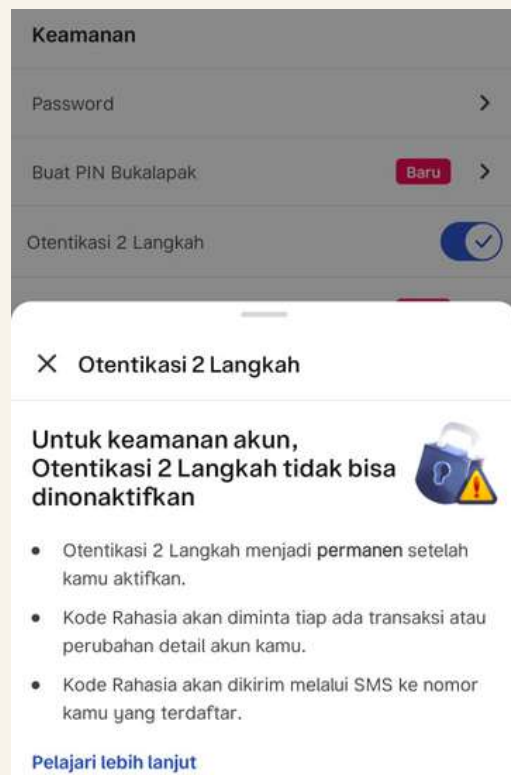
**Analyze:** Bukalapak's general loading speed is quick. However, during large-scale promotional events such as flash sales, the site tends to slow down, which could affect the user experience.

### 4. Search Functionality

A powerful search bar helps users find specific products quickly. Advanced filters and sorting options improve the user experience by refining search results.

**Analyze:** While Bukalapak's search function is functional, there are occasional issues where searches return unrelated results.





## 5. Security

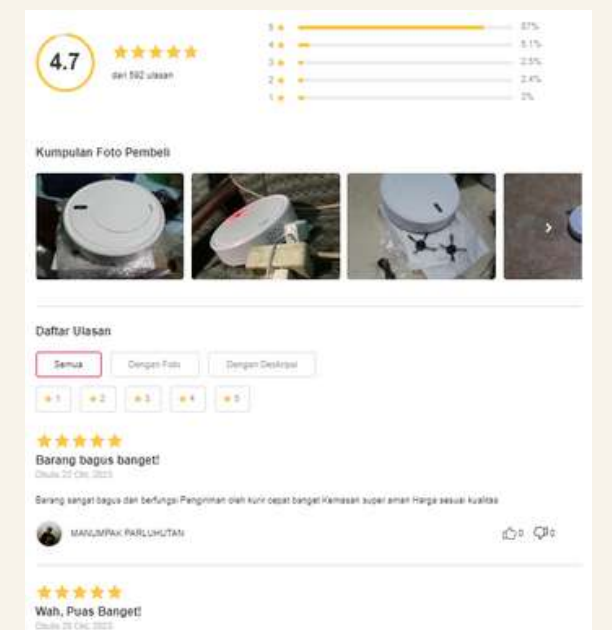
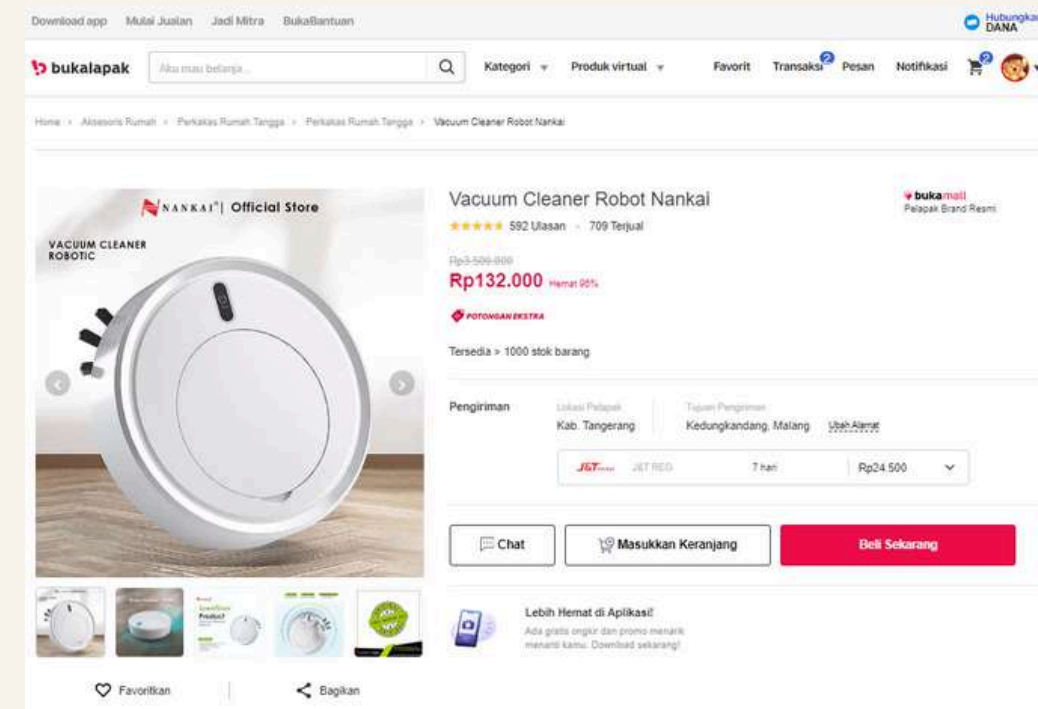
The website must protect customer information and transactions through encryption (e.g., SSL certificates) and secure payment gateways. This ensures that sensitive data, like credit card details, remains safe from cyber threats.

**Analyze:** Bukalapak uses two-factor authentication (2FA) to add another layer of security for user accounts.

## 6. Product Information

Detailed and accurate description of products on an e-commerce website. It includes all the essential details that a customer might need to make an informed purchasing decision.

**Analyze:** Bukalapak provides detailed product descriptions, including specifications, images, and user reviews, which help buyers make informed decisions.





## 7. Customer Support

Features like live chat, help centers, and FAQs offer customers support when they encounter issues, helping them solve problems quickly without needing to leave the site.



Butuh bantuan langsung?

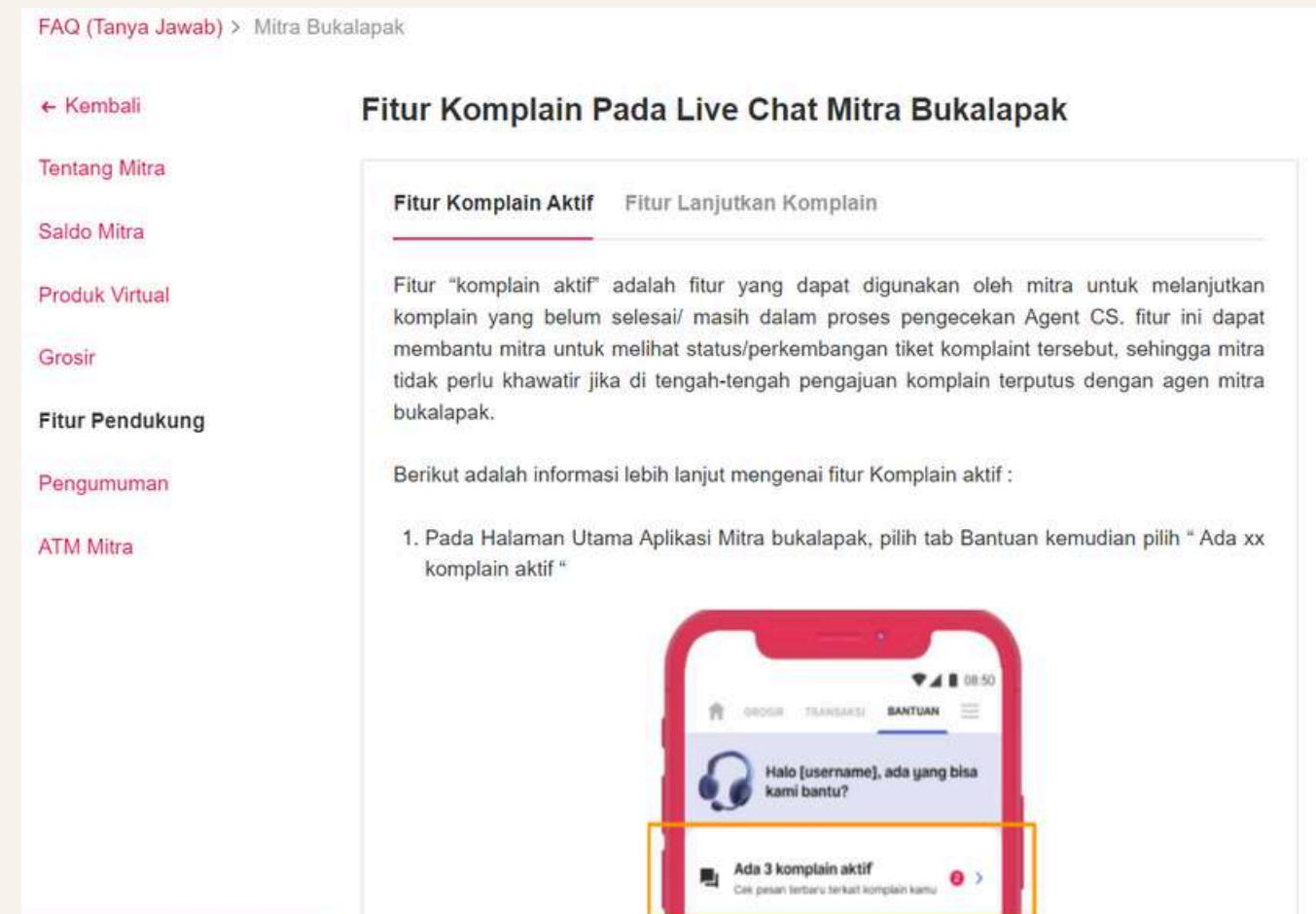


**Live Chat**

Chat langsung dengan CS kami



**Layanan Khusus Kasus Penipuan** Hubungi kami via call center di sini



Bukalapak has a real-time chat feature for customer support, known as BukaBantuan. This feature allows users to engage in live chats directly through their website or mobile app, helping customers resolve issues in real time.




**Pembayaran**

2 dari 2 langkah

1 Atur Pesanan 2 Bayar Pesanan







Rekomendasi buat kamu

☒ DANA




Praktis pakai kartu atau saldo tersimpan. Hubungkan DANA

☐ Virtual Account




     

Sambungkan semua metode bayar






☐ Credits







☐ Dompet Digital





☐ Geraí





☐ Kartu Kredit atau Debit

☐ Internet Banking

☐ Cicilan Tanpa Kartu

## 8. Payment Flexibility

Payment flexibility refers to the availability of multiple secure payment methods such as credit cards, digital wallets, and bank transfers.

**Analyze:** Bukalapak supports various payment methods, including credit cards, e-wallets, and bank transfers, offering flexibility for its users. However, not all bank options are available on Bukalapak.

# Conclusion

Bukalapak excels in most areas critical to a good e-commerce website, especially in terms of usability, responsiveness, security, and customer support. However, it faces challenges such as slower performance during high-traffic promotional events, occasional inaccuracies in search results, and limited support for some banking options despite its overall payment flexibility.



# Solution

## **Improve Search Functionality**

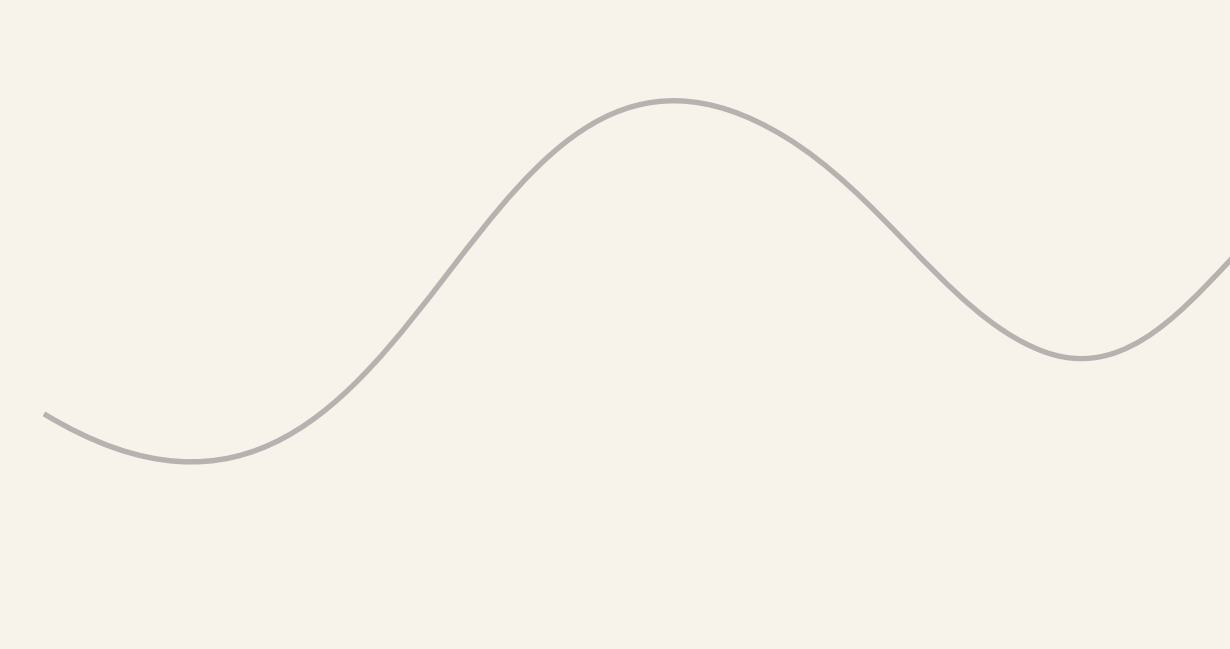
Improving the search functionality to return more accurate results and making filters more intuitive will enhance user experience.

## **Optimize for Peak Traffic**

Improve server capacity to handle high traffic during flash sales and promotional events to ensure faster loading times.

## **Expand Payment Options**

Add more bank options to provide greater flexibility to customers, especially those who may prefer less common banking services.



# References

[https://www.researchgate.net/publication/49589750\\_Identification\\_of\\_the\\_characteristics\\_of\\_e-commerce\\_websites](https://www.researchgate.net/publication/49589750_Identification_of_the_characteristics_of_e-commerce_websites)

[https://www.researchgate.net/publication/42539724\\_Key\\_Factors\\_for\\_Developing\\_a\\_Successful\\_E-commerce\\_Website](https://www.researchgate.net/publication/42539724_Key_Factors_for_Developing_a_Successful_E-commerce_Website)



The background is a light beige color. It features several abstract line drawings. In the top left, there are a few wavy, curved lines. In the top right, there is a prominent spiral pattern made of concentric, irregular lines. In the bottom left, there are more wavy lines, some forming a partial circular shape. In the bottom right, there is a single, long, wavy line that spans across the corner.

**Thank  
You**