

**Mata Kuliah : E-BISNIS**  
**Tahun : 2015**

Pertemuan X

# **E-COMMERCE**

## KOMPONEN E-BISNIS



Telp: (021) 2929-2828  
(Senin-Jumat: 08.30-19.00 | Sabtu: 09.00-18.00)

GRATIS PENGIRIMAN  
KE LEBIH DARI 100 KOTA

BAYAR DI TEMPAT  
(COD)

CICILAN 0% TERSEDIA  
ONLINE & OFFLINE

KONFIRMASI PEMBAYARAN  
HANYA UNTUK TRANSFER BANK

TRACKING  
INFORMASI UP-TO-DATE

Register | Sign In | Help

**BHINNEKA.COM**  
INDONESIA'S NO.1 ONLINE STORE

Faces of Indonesia











Home | Shopping Cart: 0 Item(s) | FIND YOUR PERFECT PC


Computer | Peripheral | Gadget | Photography | Office | Home & Kitchen | Tools | Baby & Toys | Hobbies | Fashion | LFP

*Merry Christmas* & *HAPPY NEW YEAR 2015*

**PENTIUM QUAD CORE PROMO!**  
BUY NOTEBOOK WITH QUAD CORE PROCESSOR AND  
**GET SPECIAL PRICE FOR PRINTER ONLY IDR 80.000**

intel

 <p><b>TECH CARE Car DVR</b> Your Reliable Eyewitness</p> <p>Rp 300,000 <b>-10%</b> <b>Rp 270,000</b></p>	 <p><b>MOTUL 5100 Ester 4T</b> No. 1 Racing Oil in The World</p> <p>Rp 137,000 <b>-7%</b> <b>Rp 127,000</b></p>	 <p><b>PHOENIX Body Cover SX Over</b> Hot or Cold No More a Problem</p> <p>Rp 275,000 <b>-31%</b> <b>Rp 190,000</b></p>	 <p><b>MAKITA Sander Polisher</b> Polish Made Easy with MAKITA</p> <p>Rp 6,700,000 <b>-15%</b> <b>Rp 5,695,001</b></p>	 <p><b>STARK LED Cool Day Light 3W</b> Brighter than ever with LED, Disc up to 20%</p> <p><b>Rp 35,000</b></p>
 <p><b>MOEKANA Japanese Learning Cards</b> Cara Belajar Bahasa Jepang Menyenangkan!</p>	 <p><b>HELLO KITTY Dragon Fairy</b> Super Sale!</p>	 <p><b>BRICK FORGE Scooter Rainbow</b> Play with Scooter Rainbow</p>	 <p><b>DISNEY Winnie The Pooh</b> Play &amp; Fun</p>	 <p><b>ACCU-CHEK Active</b> Crazy Sale 40%</p>




Semua Kategori
Bantuan
Daftar
Masuk

**Mengapa Belanja di Tokopedia?**


Jutaan produk tersedia dari berbagai online shop

[Daftar Sekarang!](#) [Pelajari Lebih Lanjut](#)



**Transparan**






















Bandingkan review untuk berbagai online shop terpercaya se-Indonesia



**Aman**

Pembayaran Anda baru diteruskan ke penjual setelah barang Anda terima

**Pilih Kategori** Semua Kategori »

 Pakaian	 Handphone & Tablet	 Office & Stationery
 Fashion & Aksesoris	 Laptop & Aksesoris	 Souvenir, Kado & Hadiah
 Kecantikan	 Komputer & Aksesoris	 Mainan & Hobi
 Kesehatan	 Elektronik	 Makanan & Minuman
 Rumah Tangga	 Kamera, Foto & Video	 Buku
 Dapur	 Otomotif	 Software
 Perawatan Bayi	 Olahraga	 Film, Musik & Game

## Hot List







sebelumnya  
**tokobagus.com**

Login

Daftar

**+ Pasang Iklan Gratis**

 Kata Pencarian...

Semua Lokasi

Semua Kategori

**Cari**

Jual barang seperti ini ? di **OLX.co.id**

Nokia 3315



310.000



Motor

11.000.000

Baju bayi



90.000

**Gratis!**  
Mudah dan Cepat!

**+ Jual sekarang**



Jeans bekas

99.000



207.000



Laptop

1.500.000

*\*harga hanya ilustrasi*

Pilih Kategori >



Mobil



Motor



Properti



Keperluan Pribadi



Pilih Lokasi >





Jual Beli Barang Seken  
di Lokasi Anda

Jual barang seken Anda, iklankan &  
ubah jadi uang!

**Jual Sekarang!**



Ada **3.719.712** iklan seperti gitar, motor, stroller, komputer tablet, tas branded, kamera digital, kontrakan atau hewan peliharaan, hampir semuanya ada!

**Cari Barang Seken & Dapatkan Good Deal!**

 **Pasang Iklan GRATIS!** ▶

 **Cari iklan** (PILIH LOKASI TERDEKAT) ▼

Jual di berniaga.com  
2 barang laku **setiap menitnya!**



**ASUS Slim  
X401U Mulus**  
Rp 2 350 000



**Stroller Carseat  
3in1 Harga Oke**  
Rp 3 100 000



**Yamaha  
RX King 2002**  
Rp 8 500 000



**Jam Tangan  
Fossil Asli**  
Rp 1 150 000



**Iphone 4S 8GB  
Lengkap**  
Rp 2 000 000



**Channel Bag  
Bersertifikat**  
Rp 6 000 000



Cari di lokasi  
terdekat



**Ketemuan**

Hubungi penjualnya,  
tanpa perantara



**Deal**

CoD, periksa  
& transaksi



Mom's Ribby'al Widodo, Evi V.  
Octaviani, dan 3.583.557 lainnya  
menyukai ini.





Hi, Login | Join

VISA MasterCard BCA CASH ON DELIVERY DONK TRUFR

Home Shop by Categories Shop by Theme Pre Sales After Sales B2B

Selasa, 23 Desember 2014

TELUSUR KATEGORI

Cari



**LOWEST GUARANTEED PRICES**

5 Jam Langsung **KIRIM**  
COD Jakarta sekitarnya!

**Wow Keren....**

**Rp 299 Rb**

Bluetooth Handsfree **DS-2**

Smallest Handsfree Stereo for Music Phone Talk Rechargeable Music Control Comfort

Berlaku s/d 24 Des 2014 selama persediaan masih ada!



**BAOFENG UV5R**

UHF+VHF Radio HT  
Dual Band Dual Standby  
128 Channel Progr  
50 CTCSS/104 DCS  
FM Radio/LED torch  
Docking Charger  
Garansi tukar baru

**@Rp 499 Rb**

Berlaku s/d 31 Des 2014



**SHARP AH-A5MEY**

AC Split 1/2PK  
Powerfull Jetstream  
Gentle Coanda Flow  
Low Voltage System  
Turbo Cooling  
Remote Control

**HOT price**

**Rp 2,64 JT**

Berlaku s/d 31 Des 2014



**brother MFC-J200**

MultiFunction Printer  
Print-Scan-Fax-Copy

Printer murah paling lengkap!

**Rp 1.925.000**



**POLYTRON BB3501**

5.1 HiFi Band HiFi  
with USB MP3 Ripping

Ini baru besar mewah tp murah!

**Rp 2.475.000**



**SHARP AH-A7 PEY**

AC Split 3/4 PK  
Dual Large Intake System

Cepat dingin dan hemat listrik! prima!

**Rp 2.549.000**



**Canon SX700HS**

16MP Zoom Camera  
30x Optical C 60p movie

Zoom tinggi resolusi prima!

**Rp 3.399.000**



**ZOTAC ZBOX-ID86**

Intel Atom Dual Core  
2GB RAM 500GB HDD

PC mungil cabe rawit!

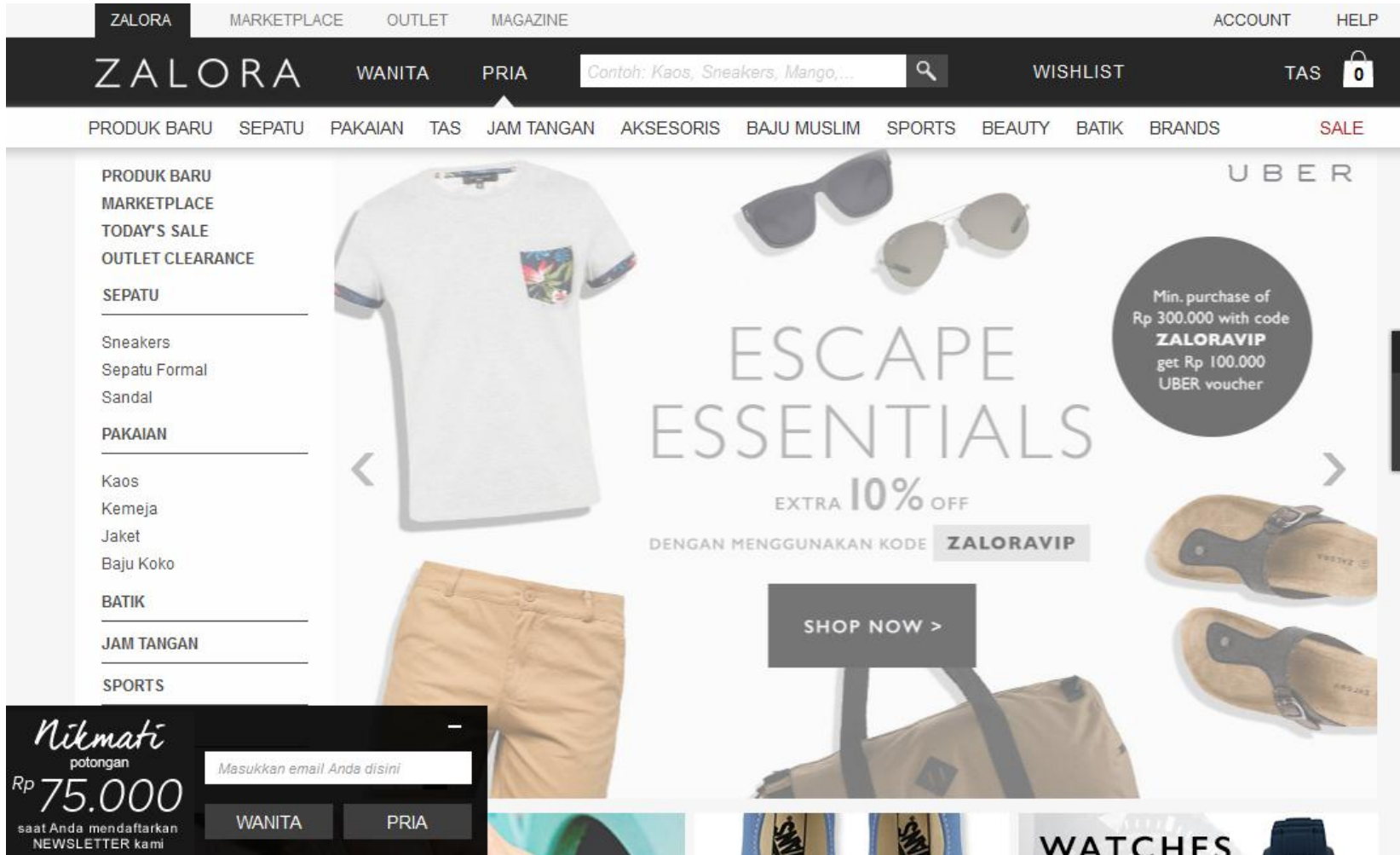
**5 285**



**Phone Order!**  
Pesan lewat telepon

021 **5695-9333**  
**5697-1331**





The screenshot shows the Zalora website interface. At the top, there's a navigation bar with links for ZALORA, MARKETPLACE, OUTLET, MAGAZINE, ACCOUNT, and HELP. Below this is a search bar with the text "Contoh: Kaos, Sneakers, Mango,...". The main navigation menu includes categories like PRODUK BARU, SEPATU, PAKAIAN, TAS, JAM TANGAN, AKSESORIS, BAJU MUSLIM, SPORTS, BEAUTY, BATIK, BRANDS, and a SALE banner. The central banner features a white t-shirt, sunglasses, and a bag, with the text "ESCAPE ESSENTIALS" and "EXTRA 10% OFF". A circular badge on the right says "Min. purchase of Rp 300.000 with code ZALORAVIP get Rp 100.000 UBER voucher". A "SHOP NOW >" button is prominently displayed. On the left, there's a sidebar with various product categories. At the bottom left, a promotional banner for "Nikmati potongan Rp 75.000" is visible, along with a newsletter sign-up form and buttons for "WANITA" and "PRIA".

ZALORA MARKETPLACE OUTLET MAGAZINE ACCOUNT HELP

ZALORA WANITA PRIA Contoh: Kaos, Sneakers, Mango,... WISHLIST TAS 0

PRODUK BARU SEPATU PAKAIAN TAS JAM TANGAN AKSESORIS BAJU MUSLIM SPORTS BEAUTY BATIK BRANDS SALE

PRODUK BARU  
MARKETPLACE  
TODAY'S SALE  
OUTLET CLEARANCE  
SEPATU  
Sneakers  
Sepatu Formal  
Sandal  
PAKAIAN  
Kaos  
Kemeja  
Jaket  
Baju Koko  
BATIK  
JAM TANGAN  
SPORTS

ESCAPE ESSENTIALS  
EXTRA 10% OFF  
DENGAN MENGGUNAKAN KODE ZALORAVIP  
SHOP NOW >

Min. purchase of  
Rp 300.000 with code  
**ZALORAVIP**  
get Rp 100.000  
UBER voucher

Nikmati potongan  
Rp 75.000  
saat Anda mendaftar  
NEWSLETTER kami


Masukkan email Anda disini

WANITA PRIA

WATCHES





Cek Status Pesanan | Panduan Blibli.com | [Masuk atau Daftar](#)




**ANYTIME, ANYWHERE SHOPPING!**

**0%** **CICILAN 0%**  
SEMUA PRODUK

 **GRATIS PENGIRIMAN**  
SELURUH INDONESIA

 **CUSTOMER CARE**  
0804-1-871-871

 **VOUCHER GRATIS**  
**RP 100 RIBU**  
[Klik Disini](#)


Pencarian Terpopuler: [xiaomi](#) [nike](#) [htc](#) [asus](#) [iphone](#)


**KATEGORI**

- Handphone & Tablet
- Komputer & Laptop
- Kamera
- Peralatan Elektronik
- Fashion Pria
- Fashion Wanita
- Ibu & Anak
- Kesehatan & Kecantikan
- Hobi & Olahraga
- Otomotif
- Kuliner


Cari Produk...

Semua Kategori **CARI**

Keranjang  **0**



**SHOP & WIN A TRIP TO OLD TRAFFORD**



**PROMO DANAMON TOP SPENDER**

Menangkan trip  
Old Trafford, Manchester  
&  
Extra Cashback  
hingga 80%

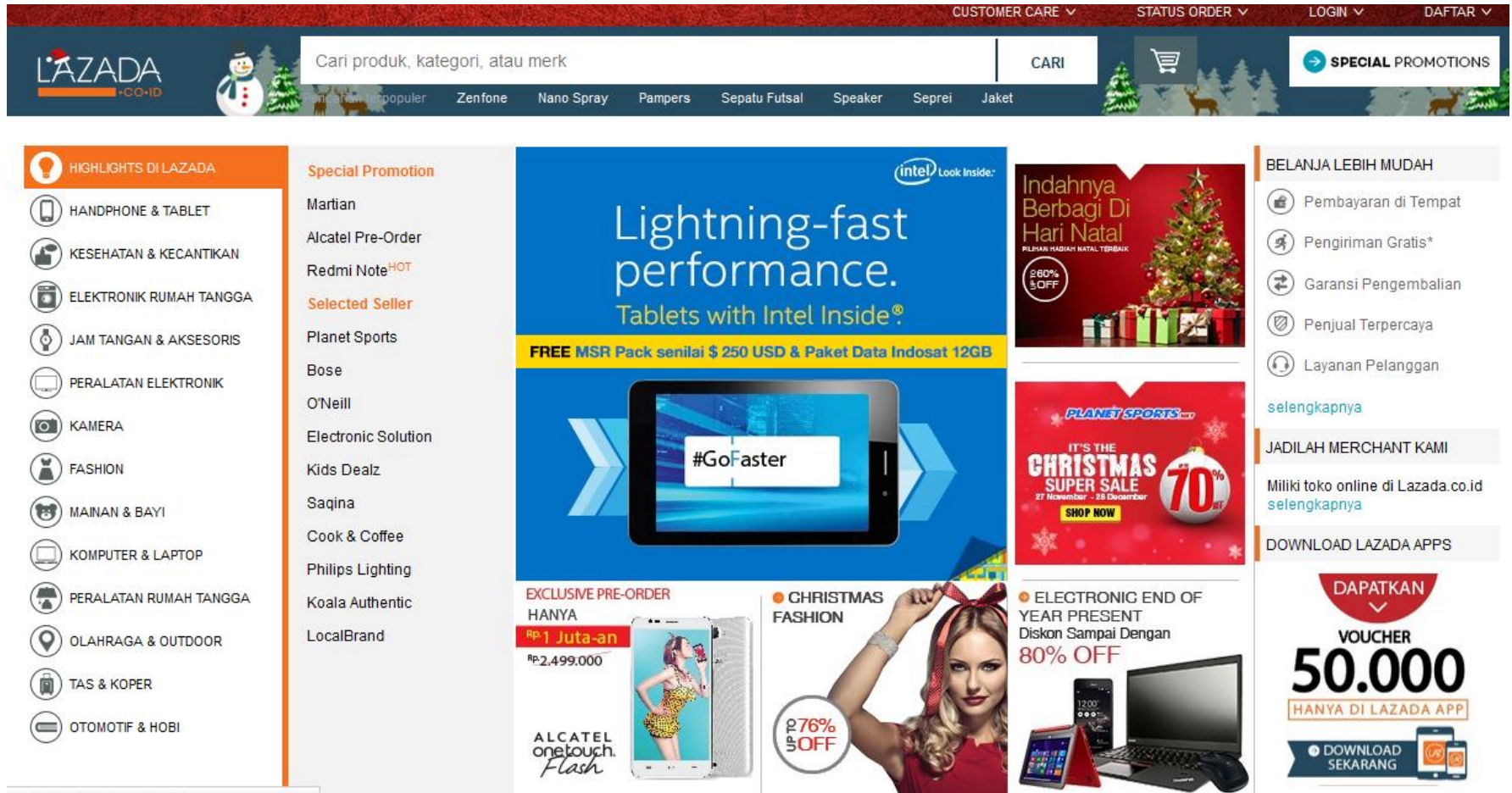
**blibli.com**  
ANYTIME, ANYWHERE SHOPPING!

**NIKE MEGA SALE**  
**DISKON 50%**

**HALF PRICE**  
FULL HAPPINESS

**HIS EARLY BIRD**  
mulai  
**Rp 175.000**

**PRODUK REKOMENDASI**



The screenshot shows the Lazada Indonesia homepage with a festive Christmas theme. The top navigation bar includes links for CUSTOMER CARE, STATUS ORDER, LOGIN, and DAFTAR. A search bar is prominently displayed with the text "Cari produk, kategori, atau merk". Below the search bar, there are category-specific banners for Zenfone, Nano Spray, Pampers, Sepatu Futsal, Speaker, Seprei, and Jaket. The main content area is divided into several sections:

- HIGHLIGHTS DI LAZADA:** A vertical list of product categories including Handphone & Tablet, Kesehatan & Kecantikan, Elektronik Rumah Tangga, Jam Tangan & Aksesoris, Peralatan Elektronik, Kamera, Fashion, Mainan & Bayi, Komputer & Laptop, Peralatan Rumah Tangga, Olahraga & Outdoor, Tas & Koper, and Otomotif & Hobi.
- Special Promotion:** A list of featured brands and products, including Martian, Alcatel Pre-Order, Redmi Note <sup>HOT</sup>, Planet Sports, Bose, O'Neill, Electronic Solution, Kids Dealz, Saqina, Cook & Coffee, Philips Lighting, Koala Authentic, and LocalBrand.
- Lightning-fast performance. Tablets with Intel Inside®:** A large banner for Intel-branded tablets, featuring a tablet displaying "#GoFaster" and a yellow banner stating "FREE MSR Pack senilai \$ 250 USD & Paket Data Indosat 12GB".
- Indahnya Berbagi Di Hari Natal:** A promotional banner for Christmas gifts, featuring a Christmas tree and a "280% OFF" discount.
- PLANET SPORTS:** A banner for a "CHRISTMAS SUPER SALE" with a "70% OFF" discount, running from November 27 to December 8.
- CHRISTMAS FASHION:** A banner for Alcatel OneTouch Flash smartphones, featuring a woman wearing a red bow and a "276% OFF" discount.
- ELECTRONIC END OF YEAR PRESENT:** A banner for electronics, featuring a laptop and a "80% OFF" discount.
- BELANJA LEBIH MUDAH:** A list of benefits for using Lazada, including "Pembayaran di Tempat", "Pengiriman Gratis\*", "Garansi Pengembalian", "Penjual Terpercaya", and "Layanan Pelanggan".
- JADILAH MERCHANT KAMI:** A section encouraging users to become merchants on the platform, with a link to "Miliki toko online di Lazada.co.id".
- DOWNLOAD LAZADA APPS:** A section encouraging users to download the Lazada app, with a "DAPATKAN VOUCHER 50.000" offer.

# Apa itu eCommerce?





Menurut Laudon & Laudon (1998), E-Commerce adalah **suatu proses membeli dan menjual produk-produk secara elektronik oleh konsumen dan dari perusahaan ke perusahaan dengan computer sebagai perantara transaksi bisnis.**

E-Commerce menurut Kalakota dan Whinston (1997) dapat ditinjau dalam 3 perspektif berikut:

- Dari perspektif komunikasi, E-Commerce adalah pengiriman barang, layanan, informasi, atau pembayaran melalui jaringan komputer atau melalui peralatan elektronik lainnya.
- Dari perspektif proses bisnis, E-Commerce adalah aplikasi dari teknologi yang menuju otomatisasi dari transaksi bisnis dan aliran kerja.
- Dari perspektif layanan, E-Commerce merupakan suatu alat yang memenuhi keinginan perusahaan, konsumen, dan manajemen untuk memangkas biaya layanan (service cost) ketika meningkatkan kualitas barang dan meningkatkan kecepatan layanan pengiriman.
- Dari perspektif online, E-Commerce menyediakan kemampuan untuk membeli dan menjual barang ataupun informasi melalui internet dan sarana online lainnya.

**Keunggulan  
eCommerce**

1. Jangkauan Luas (*Global reach*)
2. Cakupan konsumen lebih besar
3. Kemungkinan profit lebih besar (*Revenue Stream*)
4. Memperpendek waktu product-cycle
5. Lebih hemat (*operating cost efficiency*)
6. Hubungan lebih baik (*customer loyalty*)
7. Meningkatkan daya saing dan kualitas
8. Peluang bisnis, produk atau jasa baru



### **Model Bisnis eCommerce**

(Ma'mun Johari,  
2009)

1. Penjualan online (langsung tanpa perantara)
2. Sistem tender (reverse auction), model penawaran
3. Lelang dengan harga beli “name your own price”
4. Affiliate marketing. Rekanan mengacu pada situs penjual
5. Viral marketing. Mulut ke mulut
6. Group purchasing. Skala besar
7. Lelang online
8. Personalisasi. Produk/jasa sesuai pesanan
9. Pasar elektronik (e-market dan exchange)
10. Integrator (value chain integrator)
11. Penyedia Layanan Value Chain Integrator
12. Broker (brokerage)
13. Barter
14. Membership
15. Fasilitator supply chain
16. Kombinasi



### **Model eCommerce di Indonesia**

#### **1. Classifieds/listing/iklan baris**

Model bisnis dengan karakter negara berkembang dengan ketentuan :

- Website tidak memfasilitasi transaksi online.
- Penjual atau siapapun bisa menjual kapan saja tanpa ketentuan secara gratis
- Contoh : olx, berniaga, fjb kaskus

#### **2. Marketplace C2C**

- Seluruh fasilitas disediakan website termasuk escrow
- Individu bisa ikut
- Contoh : tokopedia, bukalapak, lamido, blanja, elevania

#### **3. Shopping Mall**

- Mirip dengan no.2 tetapi yang berjualan harus dengan brand dan penjual yang ternama dengan verifikasi yang ketat. Provit dari komisi.
- Contoh : Blibli, Lazada, Zalora

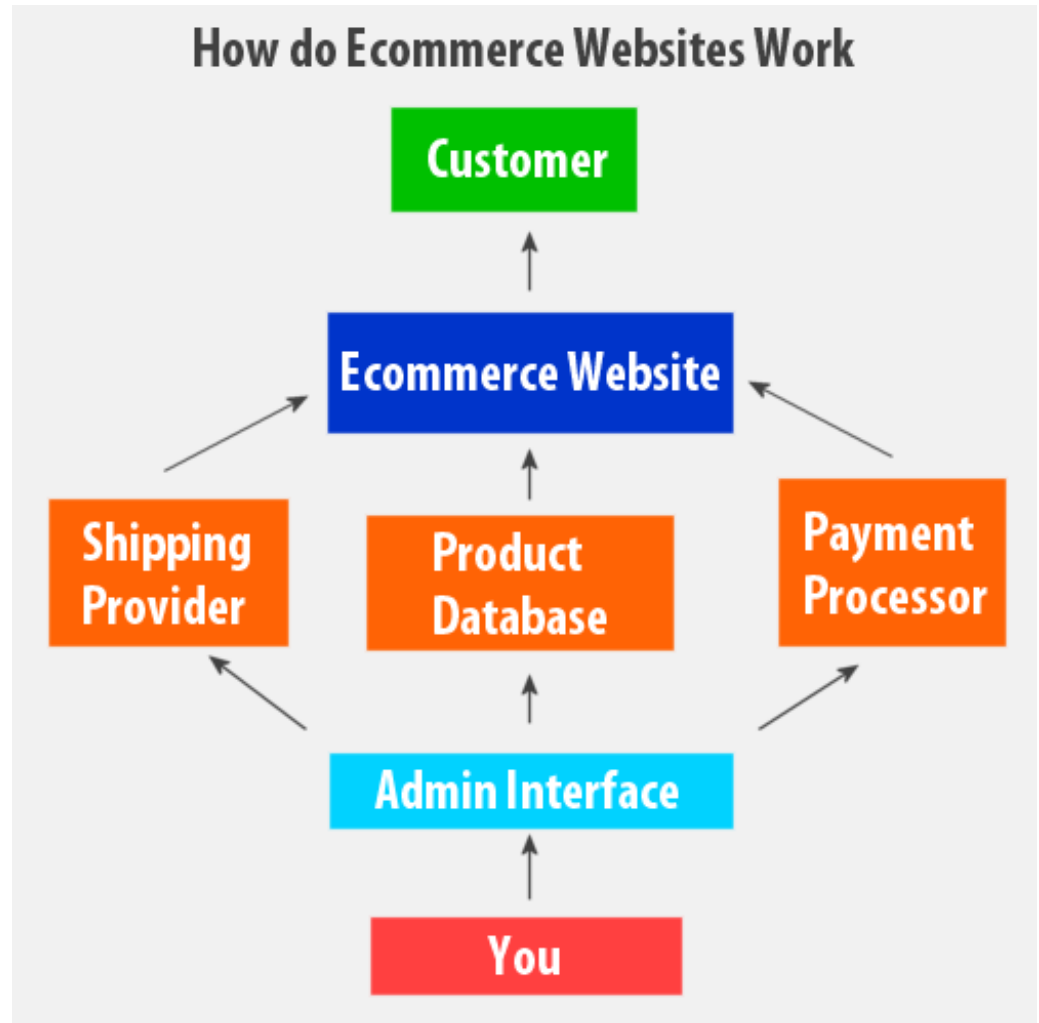
#### **4. Toko Online B2C**

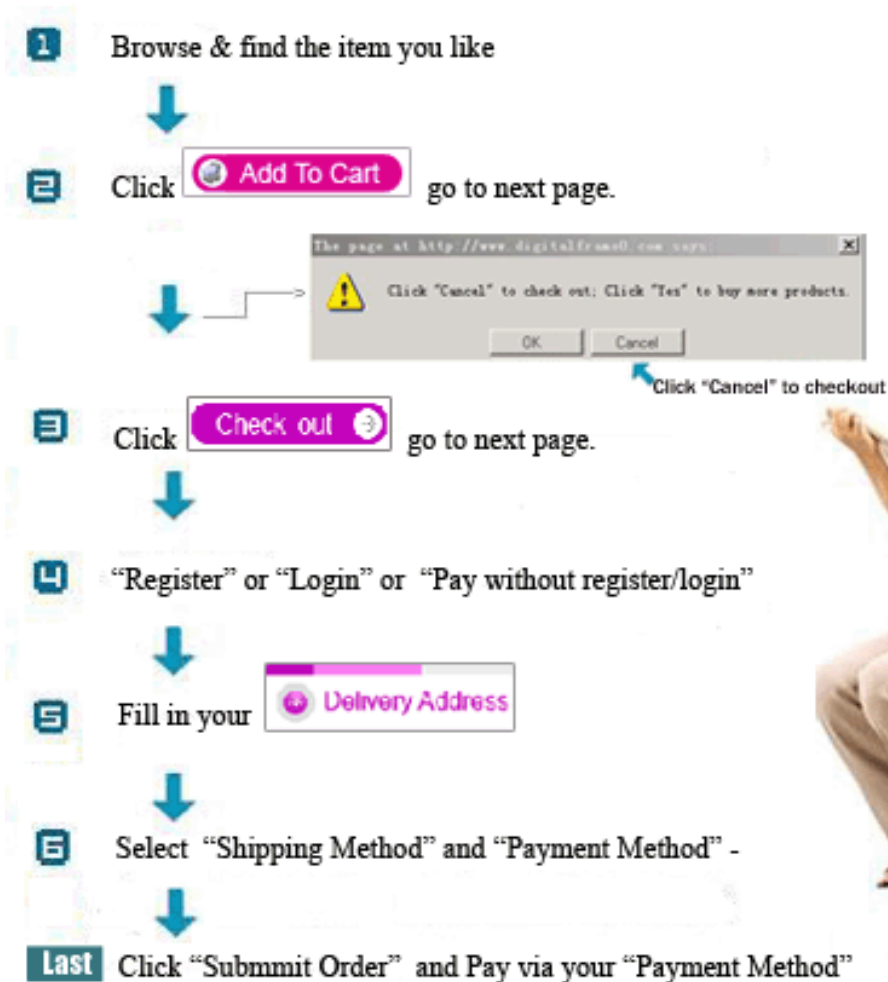
- Bersifat klasik dimana sebuah bisnis usaha membuka domain dan menjual secara sendiri
- Contoh : bhinneka, glodokshop, tokodata, solobarcodes, berrybenka, bilna, metrodata

#### **5. SocioCommerce**

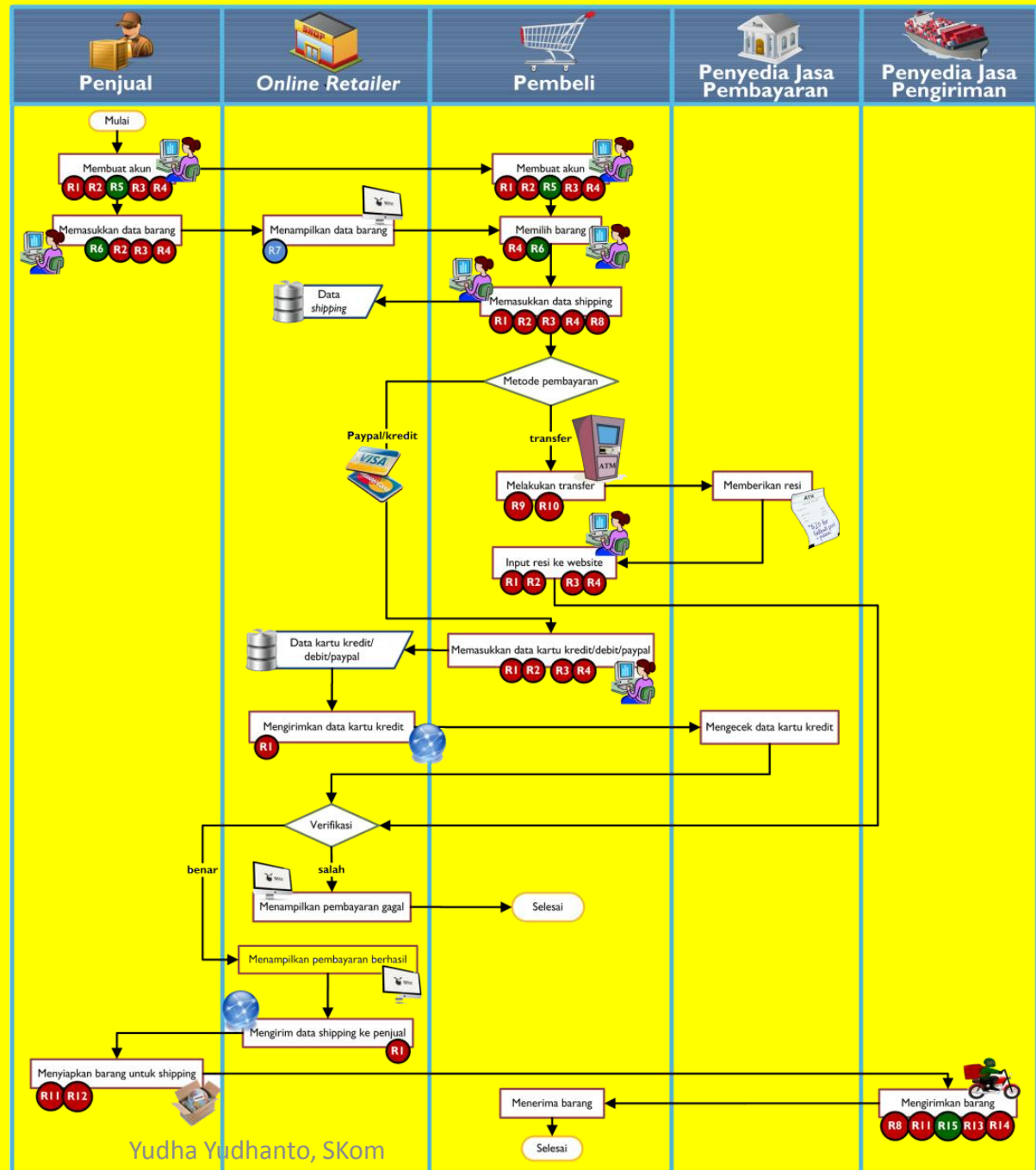
- Menggunakan kelebihan social media untuk promosi dan transaksi
- Contoh : Labgt, Onigi, Shopious, BBM







# Flow eCommerce

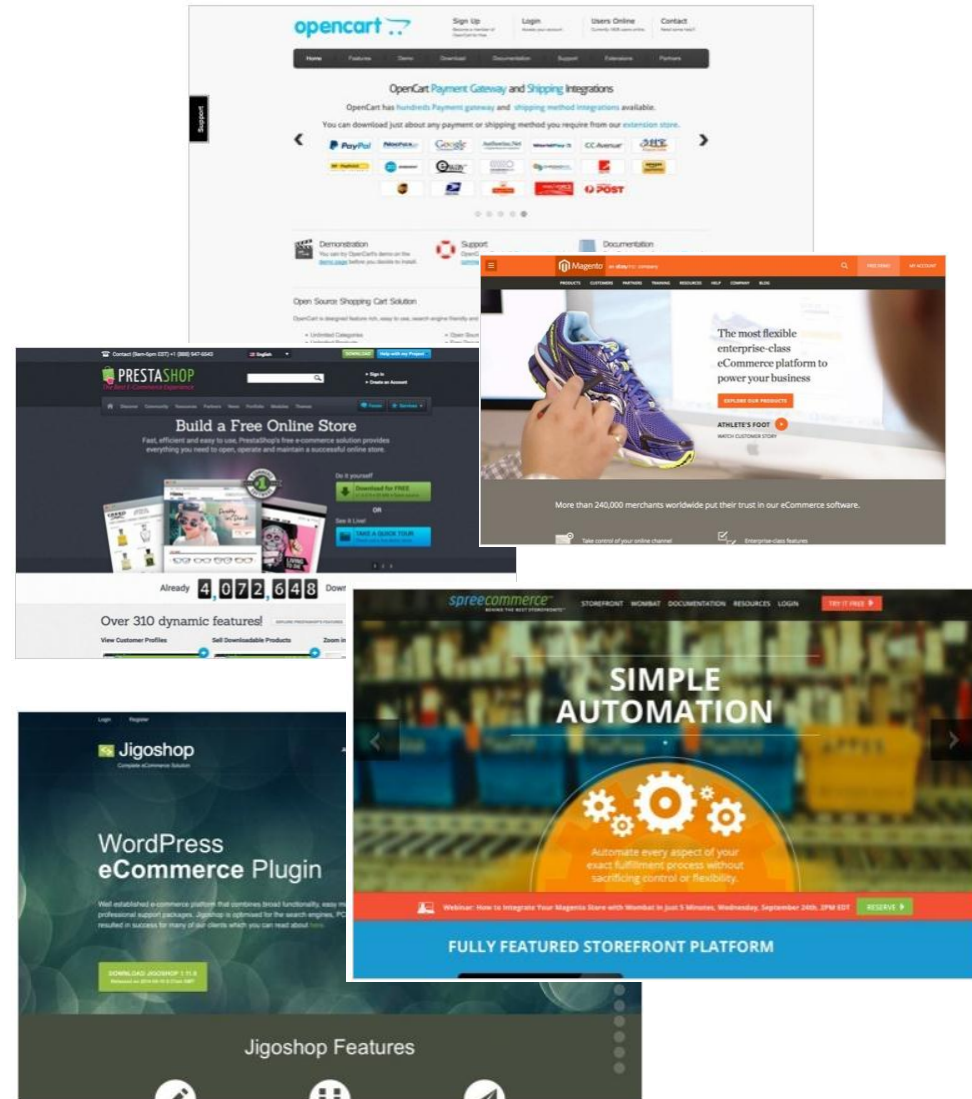


# **eCommerce**

## **With Open Source?**

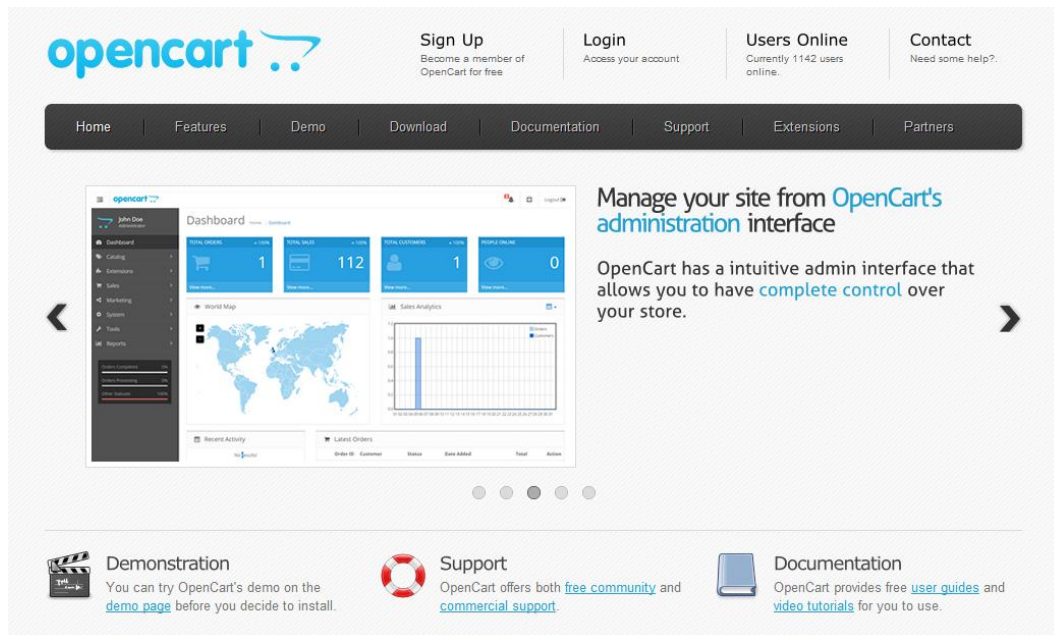


1. Open Cart
2. Prestashop
3. Magento
4. Tomatocart
5. Jigoshop
6. Thelia
7. AbanteCart



# 1. Open Cart

<http://www.opencart.com/index.php?route=download/download>



The screenshot shows the OpenCart website homepage. At the top, there's a navigation bar with links: Home, Features, Demo, Download, Documentation, Support, Extensions, and Partners. Below this, there's a section for "Sign Up" (Become a member of OpenCart for free), "Login" (Access your account), "Users Online" (Currently 1142 users online), and "Contact" (Need some help?). The main content area features a large image of the OpenCart administration dashboard, which includes a sidebar menu, a top navigation bar, and a main content area with various widgets like "TOTAL ORDERS", "TOTAL SALES", "TOTAL CUSTOMERS", and "PEOPLE ONLINE". To the right of the dashboard image, there's a text block that says "Manage your site from OpenCart's administration interface" and "OpenCart has a intuitive admin interface that allows you to have complete control over your store." At the bottom of the page, there are three sections: "Demonstration" (You can try OpenCart's demo on the demo page before you decide to install.), "Support" (OpenCart offers both free community and commercial support), and "Documentation" (OpenCart provides free user guides and video tutorials for you to use.).

🔒 Please enter your login details.

**Username**

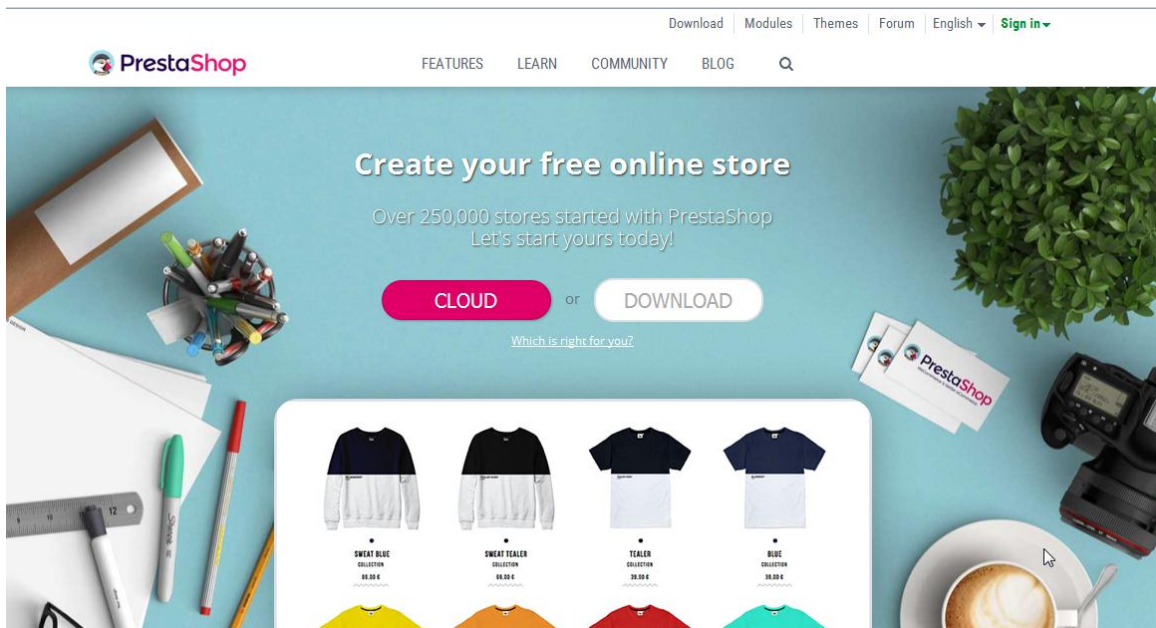
**Password**

Login

OpenCart © 2009-2015 All Rights Reserved.

## 2. Prestashop

<https://www.prestashop.com/en/download>



Do it yourself!

Your email

What describes you best?

I am just trying PrestaShop

Language

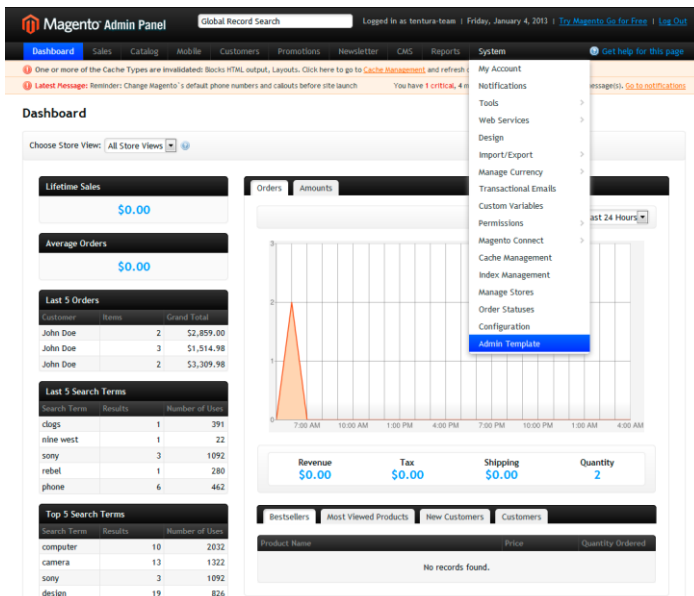
English

[Download Now](#)

PrestaShop v1.6.1.2 (21 MB). [Check the System Requirements](#)

## 3. Magento

<https://www.magentocommerce.com/download>



**Magento Admin Panel** | Global Record Search | Logged in as tentura-team | Friday, January 4, 2013 | [Try Magento Go for Free](#) | [Log Out](#)

**Dashboard**

Choose Store View: All Store Views

**Lifetime Sales**  
\$0.00

**Average Orders**  
\$0.00

**Last 5 Orders**

Name	Quantity	Grand Total
John Doe	2	\$2,859.90
John Doe	3	\$1,514.98
John Doe	2	\$3,309.98

**Last 5 Search Terms**

Search Term	Results	Number of Uses
dogs	1	391
nine west	1	22
sony	3	1092
rebel	1	280
phone	6	462

**Top 5 Search Terms**

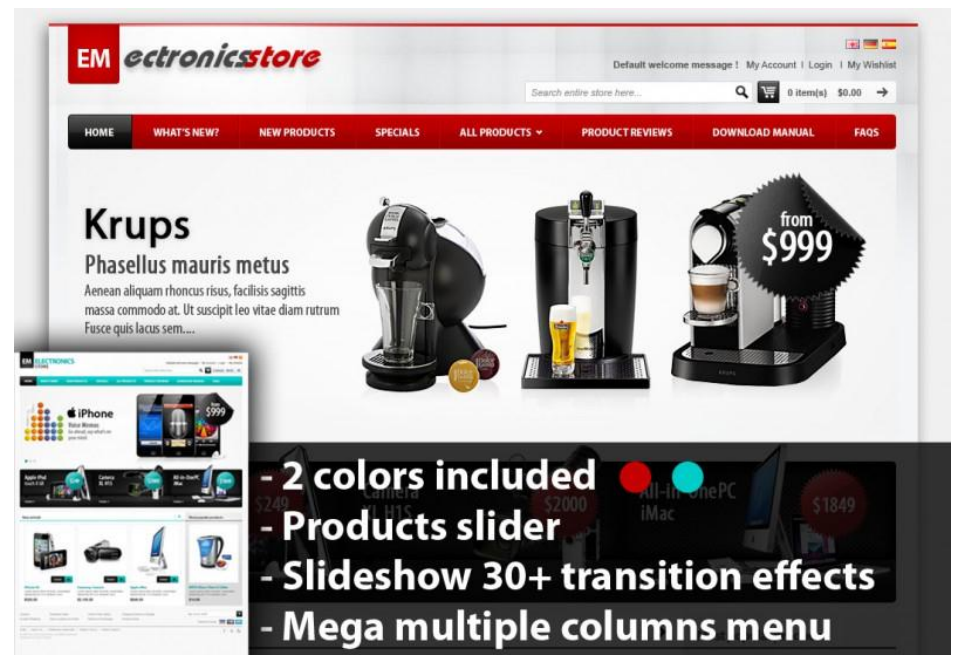
Search Term	Results	Number of Uses
computer	10	2032
camera	13	1322
sony	3	1092
design	19	826

**Orders** | **Amounts**

Revenue: \$0.00 | Tax: \$0.00 | Shipping: \$0.00 | Quantity: 2

**System**

- My Account
- Notifications
- Tools
- Web Services
- Design
- Import/Export
- Manage Currency
- Transactional Emails
- Custom Variables
- Permissions
- Magento Connect
- Cache Management
- Index Management
- Manage Stores
- Order Statuses
- Configuration
- Admin Template**



**EM electronicsstore**

Default welcome message! | [My Account](#) | [Login](#) | [My Wishlist](#)

Search entire store here...

**HOME** | **WHAT'S NEW?** | **NEW PRODUCTS** | **SPECIALS** | **ALL PRODUCTS** | **PRODUCT REVIEWS** | **DOWNLOAD MANUAL** | **FAQS**

**Krups**  
Phasellus mauris metus  
Aenean aliquam rhoncus risus, facilisis sagittis massa commodo at. Ut suscipit leo vitae diam rutrum Fusce quis lacus sem....

**from \$999**

**- 2 colors included**

**- Products slider**

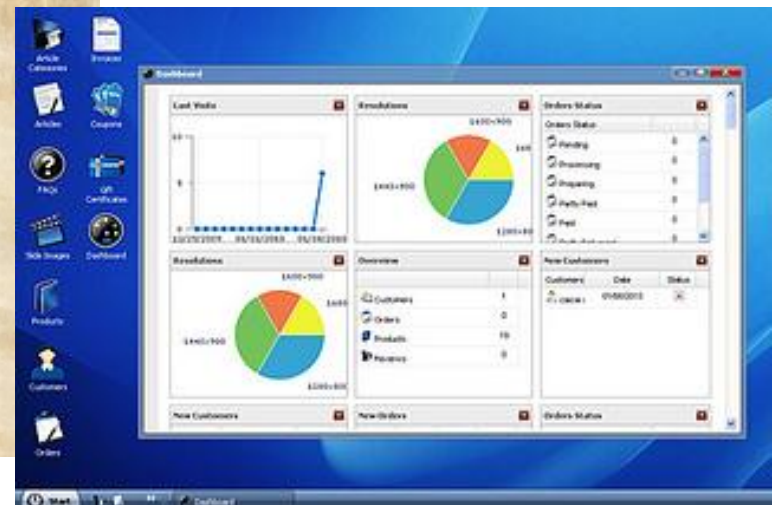
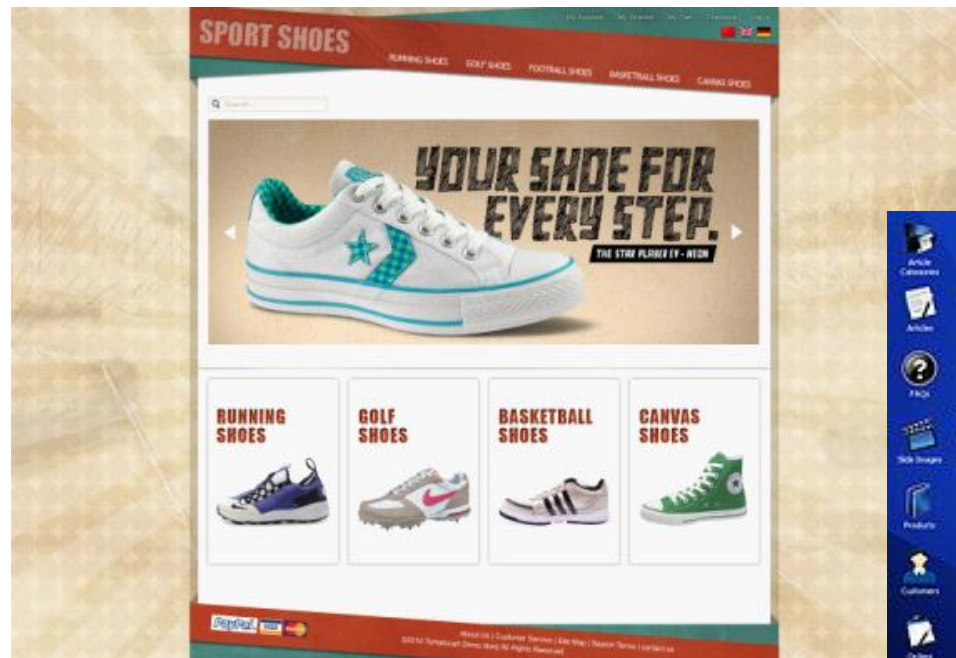
**- Slideshow 30+ transition effects**

**- Mega multiple columns menu**



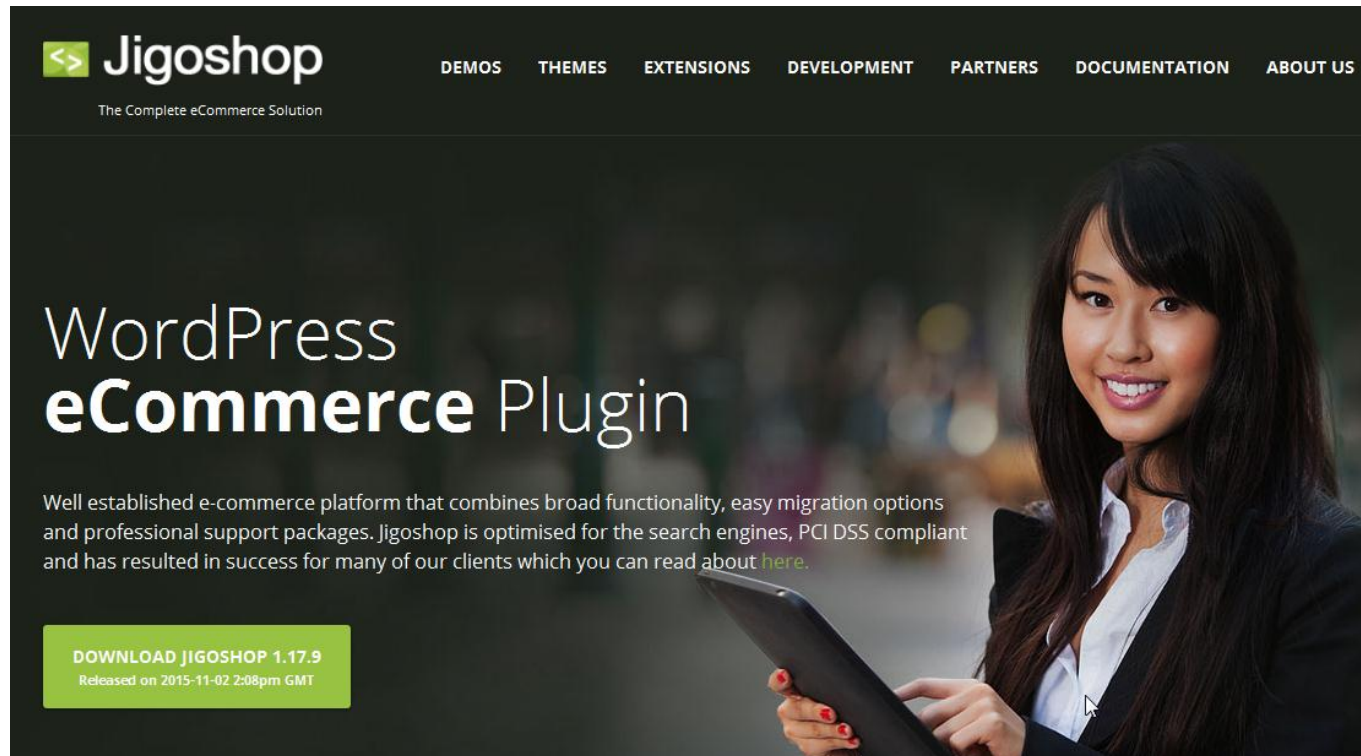
## 4. TomatoCart

<http://tomatocart.com/downloads/download-tomatocart.html>



# 5. Jigoshop

<https://www.jigoshop.com/>



The banner features a dark background with a woman on the right holding a tablet. The Jigoshop logo is in the top left, and navigation links are in the top right. The main text 'WordPress eCommerce Plugin' is on the left, followed by a descriptive paragraph and a green download button.

**Jigoshop**  
The Complete eCommerce Solution

DEMOS THEMES EXTENSIONS DEVELOPMENT PARTNERS DOCUMENTATION ABOUT US

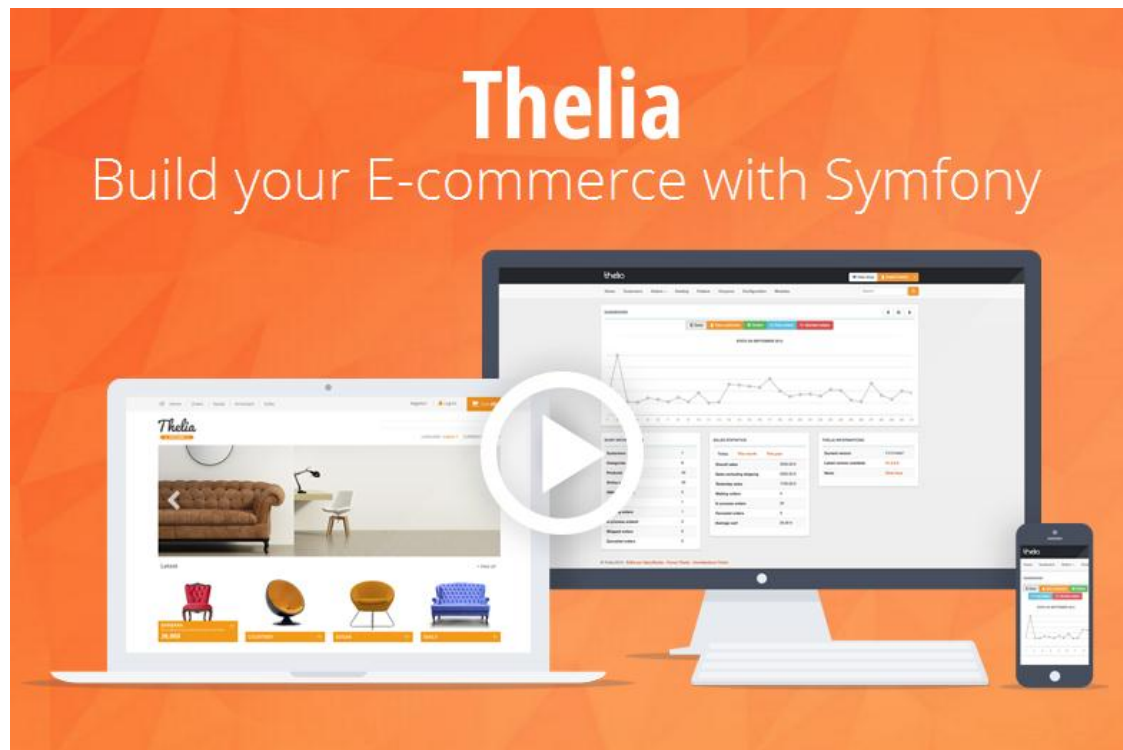
## WordPress eCommerce Plugin

Well established e-commerce platform that combines broad functionality, easy migration options and professional support packages. Jigoshop is optimised for the search engines, PCI DSS compliant and has resulted in success for many of our clients which you can read about [here](#).

**DOWNLOAD JIGOSHOP 1.17.9**  
Released on 2015-11-02 2:08pm GMT

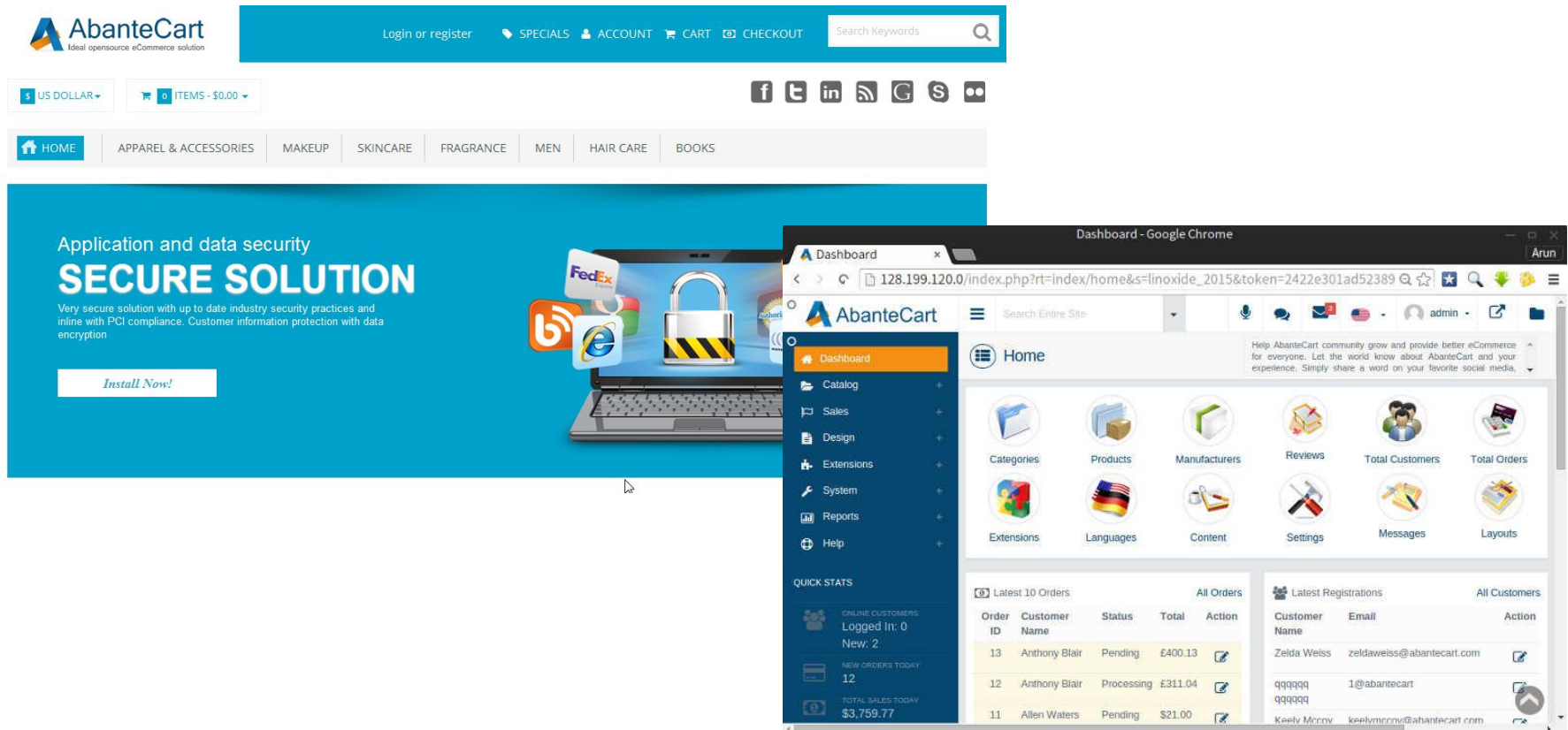
## 6. Thelia

<http://demo.thelia.net/admin/catalog>



## 7. AbanteCart

<http://www.abantecart.com/free-ecommerce-downloads>



The image shows the AbanteCart website and its admin dashboard. The website features a blue header with the AbanteCart logo, navigation links (Login or register, SPECIALS, ACCOUNT, CART, CHECKOUT), and a search bar. Below the header is a category menu (HOME, APPAREL & ACCESSORIES, MAKEUP, SKINCARE, FRAGRANCE, MEN, HAIR CARE, BOOKS) and a main banner for 'SECURE SOLUTION' with an 'Install Now!' button. The dashboard screenshot shows a sidebar with navigation links (Dashboard, Catalog, Sales, Design, Extensions, System, Reports, Help) and a main content area with various widgets (Categories, Products, Manufacturers, Reviews, Total Customers, Total Orders, Extensions, Languages, Content, Settings, Messages, Layouts) and tables for 'Latest 10 Orders' and 'Latest Registrations'.

**SECURE SOLUTION**  
Very secure solution with up to date industry security practices and inline with PCI compliance. Customer information protection with data encryption  
[Install Now!](#)

**Dashboard - Google Chrome**  
128.199.120.0/index.php?rt=index/home&s=linoxide\_2015&token=2422e301ad52389

**AbanteCart**  
Search Entire Site: [input]

**Dashboard**  
Catalog  
Sales  
Design  
Extensions  
System  
Reports  
Help

**QUICK STATS**  
ONLINE CUSTOMERS  
Logged In: 0  
New: 2  
NEW ORDERS TODAY:  
12  
TOTAL SALES TODAY  
\$3,759.77

**Home**  
Help AbanteCart community grow and provide better eCommerce for everyone. Let the world know about AbanteCart and your experience. Simply share a word on your favorite social media.

**Categories**  
**Products**  
**Manufacturers**  
**Reviews**  
**Total Customers**  
**Total Orders**  
**Extensions**  
**Languages**  
**Content**  
**Settings**  
**Messages**  
**Layouts**

**Latest 10 Orders**  
All Orders

Order ID	Customer Name	Status	Total	Action
13	Anthony Blair	Pending	£400.13	[icon]
12	Anthony Blair	Processing	£311.04	[icon]
11	Allen Waters	Pending	\$21.00	[icon]

**Latest Registrations**  
All Customers

Customer Name	Email	Action
Zelda Weiss	zeldaweiss@abantecart.com	[icon]
qqqqqq	1@abantecart	[icon]
qqqqqq	qqqqqq	[icon]
Keely Mccoy	keelymccoy@abantecart.com	[icon]



**thank you.**