

THE ROLE OF THE ZALORA E-COMMERCE APPLICATION IN INDONESIA BASED ON CONSUMER TRUST AND SATISFACTION

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ABSTRACT

Examining how well the Zalora application works is the aim of this research. The literature review and qualitative research methodology used in this project were taken from various sources, including but not limited to scientific articles, books, and the internet. The research revealed a number of studies related to the following topics: 1. Consumer happiness and trust in Zalora; 2. Zalora's role in consumer interests; 3. Price compliance with product quality; 4. Effectiveness of advertising in influencing consumer interest; 5. Weaknesses of the Zalora application.

INTRODUCTION

Currently, Intel has experienced significant expansion and rapid development in recent years, making it a formidable force in the market. As a result, Intel has the capacity to engage in a wide range of transactions involving the purchase and sale of goods and services. The emergence of new technology has given rise to several marketing channels, the majority of which are carried out online or through electronic media.

The presence of e-commerce presents unique characteristics that are able to optimally increase growth and interaction with clients, thereby increasing the quantity of buying and selling transactions carried out by each customer. When reviewing Intel's various marketing strategies, many organizations are vying to incorporate Intel

into profitable commercial avenues, such as engaging in electronics or e-commerce. This business has the potential for a fairly large market share. This potential is huge, especially among teenagers who cannot afford not to use the internet or their smartphones every day.

Meldia Intel has emerged as a valuable tool for carrying out business activities, especially in the field of product promotion. Through Meldia Intel, sellers can disseminate information efficiently and easily to their consultants, thereby facilitating easy and effective communication.

Indonesia operates an e-commerce platform, online, which offers a variety of products. E-Commerce business includes a variety of Terselt internet stores. Based on research by We Are Social, Indonesia occupies the top position as the largest e-commerce country globally. This number includes a total of 88 people from various intelligence agencies in Indonesia.

E-Commerce customer activity in Indonesia According to the Global Web Index, Indonesia has the largest number of E-Commerce customers globally. A survey published by Wel Are Social revealed that 96% of internet users have engaged in an online search to purchase a product or service. Meanwhile, 91% of all Intel consumers visit online retail businesses or connected websites. Intel developers contribute 90% of payments made for internet products or services. Overall, 79% and 29% of individuals make online payments via mobile phone, laptop or computer. E-commerce offers significant advantages. First, consultants are not required to physically visit sales stores to select the items they wish to purchase. In addition, considering the geographical location of consumer, it can reduce costs by avoiding travel costs if the store location is far away. On the other hand, Consumen can choose shipping that is more cost-effective and profitable for customers. This shows that the adoption of new information technology can be well received by customers.

THEORETICAL REVIEW

a. Management Information System

Management Information System (MIS) is a system used for the purpose of monitoring and managing information related to the managerial operations of an organization or company. The aim is to assist management in producing precise and efficient results. Management Information Systems (MIS) encompasses a set of activities involving the collection, storage, manipulation and dissemination of information related to the field of management.

MIS is generally used in several management domains, such as human resource management, agriculture, production, and marketing. MIS can be seamlessly combined with other systems, such as Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM), to effectively simplify information management.

Implementing MIS offers several benefits, such as increasing efficiency and productivity, optimizing resource utilization, improving the quality of decision making, facilitating departmental coordination and communication, and increasing the competitiveness of an organization or business in the market.

When it comes to managing data that is important for carrying out daily operations and a company's long-term strategy, Management Information Systems (MIS) play an important role. A SIM can perform a number of tasks, including: One of the functions of a SIM is data collection; it can be used to gather information from a variety of sources, including stores, companies, consumers, and markets. The second benefit is data storage, which SIM offers as a safe and organized place to store data for easy administration and access. 3. Data processing: MIS has the ability to convert data and information into reports and analysis, which are more advanced and useful for management. 4. Information distribution: MIS can quickly and efficiently distribute information to the various departments and individuals responsible for generating personal data. 5. Decision Support: With correct and relevant data provided by MIS, management can make successful judgments. Sixth, operational management: MIS can help manage the logical operations of a company or organization, which includes inventory management, purchasing, production and delivery of goods. 7. Support to strategy: MIS's ability to provide data on customers, competitors, and market trends makes it a useful tool for corporate development and strategic planning.

b. Goals of Information Management

Management information systems play an important role in the implementation and planning carried out by organizations or corporate sectors. Its objectives include providing up-to-date information for the purposes of data analysis and drawing conclusions relating to corporate or company affairs. 2. Facilitate operational and administrative management in corporations or industrial companies. 3. Provide detailed product estimates, service costs, and other objectives targeted by management. 4. Offer services that can be utilized for management purposes, strategy development, assessment and continuous improvement. 5. Overcome many business challenges including service delivery, product pricing, and overall business strategy.

Based on many research findings, it can be concluded that a manager, business owner, or company leader plays an important role in building a media cell and must have the ability to utilize and manage management accounting information effectively. Telrmeln management accounting can help in identifying operational problems, designing solutions, and evaluating performance.

These management information systems facilitate the identification, resolution, and evaluation of current or ongoing issues, while providing insight into the economic implications of the integration of new information technologies.

c. Startup Zalora

Zalora.co.id, also known as Zalora Indonesia, is an e-commerce platform that offers a wide selection of clothing for men, women and children. The website features products from a variety of brands, including local and international labels. Zalora.co.id offers fast service and a complete product information system, including product visual displays and specifications, which are its main advantages. Zalora.co.id is proud to offer Consumers the freedom to choose, compare models and prices with other companies, and provide a reliable return guarantee and product sales. This aspect of service quality is Zalora.co.id's core strength.

Implementation of product and service quality is essentially identical to Growth customer quality, because it is influenced by consumer expectations and perceived performance. The SERVQUAL development scale, developed by Parasuraman et al (1988) and discussed further in Tjiptono (2000), is a tool that is widely used in service quality research for industrial researchers involved in service delivery. This scale identifies five main dimensions related to service quality: tangible aspects, reliability, responsiveness, assurance, and empathy. These characteristics can be characterized by adapting them based on the specific form of business and industry research conducted, and then used as evaluation criteria for customers to measure company performance.

METHODOLOGY

The research methodology used in this research is qualitative using a literature review approach. This involves collecting factual data from reliable sources, such as news articles, academic journals, and research findings, to support the research objectives. The main objective of this research is to integrate the SIM system into the Zalora Application.

RESULTS AND DISCUSSION

a. Consumer Satisfaction and Trust in the Zalora Application

Trust is the main basis for carrying out buying and selling operations. Individuals will refrain from engaging in buying and selling activities with untrustworthy companies or vendors. "Trust has played an important role in the development of m-commerce, as highlighted by several studies (Chan and Chong, 2013; Chelminguli and Beln Lalloulina, 2013; Crunz et al., 2010; Thakur, 2014). Apart from that, trust also plays an important role in the development of m-commerce. is critical both before and after the buying process, as emphasized by Singh and Sirdelshmulkh (2000) and Zhou et al (2010). Meanwhile, satisfaction refers to increased optimism in making a purchase, as well as the experience of a pleasant emotional state resulting from a successful purchase or the continued success of the relationship between customer and supplier.

Compassion is essential to facilitate interactions with clients. Sincerity fosters a future relationship between the seller and the buyer, where the seller refrains from making repeat transactions or recommending others without the customer's consent. This is due to positive customer experiences, which allows for the possibility of

repurchase of products and expands the customer base. Trust and sincerity will ultimately result in loyalty. Loyalty is a measure of how often a mobile client makes repeat purchases from a particular business, maintains a positive perception of that business, and only considers or feels obligated to make a purchase from that business.

b. The Role of the Zalora e-commerce Application on Consumer Purchase Interest

Consumer purchasing interest refers to the level of consumer interest in certain products being sold. This phenomenon can arise when the product being sold has superiority and differentiation in terms of price, quality and promotional strategy. The consultant's interest in product quality is determined by asking for further information (Melnulrult Schiffman & Kanulk, 2004). According to Sciffman & Kanulk (in Adi 2013:36), purchase interest refers to a consultant's positive attitude towards a particular object, which is shown by payment or sacrifice. One form of consultant behavior is an expression of curiosity or a strong desire to buy a good or service. Consultants involved in this purchase interest are prospective consultants, especially those who have not carried out purchasing activities in the current period and are expected to do so in the future.

Koter and Keller (in Adi, 2015:36) emphasize that the tendency to buy consumen is a manifestation of consumen behavior, where individuals have the desire to choose, utilize and participate in the consumption of available goods. According to Simamora (in Mulrtadana, 2014: 24), buying interest is a personal activity that begins with an individual's attitude towards a certain thing. This attitude creates a strong desire to carry out a series of actions to obtain the object being sold. Apart from that, there are signs that indicate a desire to buy, as mentioned by Ferdinand (2006: 129):

1. Transactional interest refers to the act of buying something.
2. Commercial interest refers to the ability to persuade others to purchase personal goods.
3. Preferential interest refers to taking deliberate actions that prioritize the ultimate benefits of the product being sold. If there is a defect in the product, the product has the right to be replaced.
4. Exploratory Interest refers to an individual's tendency to actively seek information about things they are interested in and to seek out further information that highlights the positive attributes of a given product.

c. Price Compatibility with Product Quality at Zalora

Matching price and quality is achieved. The main factor influencing a buyer's purchasing decision is whether the product recommended by the sales advisor meets all the required benefits. Today, quality is not solely defined as meeting specified specifications or eliminating defective items, but covers a broader scope. Huriyati (2005:55) defines quality as a sales strategy that includes all efforts made by a company to attract customers through improvements. Additionally,

products play an important function in supporting marketing efforts. According Kotler and Keller (2009:344) define products as goods available on the market that are intended to be noticed, obtained, utilized and consumed in order to fulfill the user's desires or provide pleasure. According to Kotler and Armstrong (2009:339), price refers to the value that consultants provide to gain benefits from owning or using goods and services.

d. Zalora Advertising Activities on Consumer Interest

Promotion of efficiency is of utmost importance. Without the application of personal effectiveness, it will be difficult to determine the feasibility of achieving activity goals. Melnurlult Cannon et al. (2009) Productivity levels depend on the effectiveness of Selarch's sales efforts, which include various marketing strategies. This strategy mainly revolves around the promotional objectives, the desired target market, the allocated advertising budget, and the characteristics of the media channels used to reach the target audience. The goal is to minimize the frequency of exposure while maximizing its impact, all within a defined cost framework. The level of understanding is an important measure of how effectively a message is delivered.

According to Laskely et al (as quoted in Indriarto, 2006), the effectiveness of advertising depends on the consultant's ability to remember the message conveyed. Understand the order completely, be influenced by the order, and finally buy the advertised item. The Elpic model (Bram, 2005) can increase advertising effectiveness. The Epic Model consists of four important dimensions: empathy, persuasion, impact, and communication. Indicators that influence advertising performance when implementing the Epic Model include:

Disadvantages of Zalora Application

1. The limitations at Zalora are very minimal. However, the payment confirmation process still relies on a manual system, resulting in significant time delays of up to several hours.
2. An inherent disadvantage is the extended delivery time, which often takes 1 to 2 weeks before the seller can obtain the goods.

CONCLUSIONS AND RECOMMENDATIONS

Based on research conducted by the research team using an online sales system, it can be concluded that the research results are very satisfactory. Specifically, an average value of 4 was obtained for price-performance ratio, advertising effectiveness, promotion quality, and consumer purchasing interest.

1. Conformity of price to quality is the suitability of price to product quality, as well as suitability of price to excellence, which has an average value of 4, fulfilling the requirements for consideration. Good.
2. Clan efficacy which includes price differentiation, quality differentiation and promotional effectiveness has an average value of 4 which indicates a satisfactory level of performance.

3. Promotion quality, which includes achieving promotional objectives, timeliness of promotion, and overall promotion quality, has an average value of 4, which means it meets good assessment standards.
4. Consumer interests which include transactional interest, personal interest, initial interest and exploration interest have an average value of 4 which indicates a "good" classification.

SUGGESTION

In the midst of the rapid progress of advanced information technology driven by artificial intelligence, a system has been developed to assist leaders in searching for information quickly. The system leverages intelligence to accelerate cell growth and improve the functionality of online platforms such as Zalora for product browsing. Researchers offer recommendations. To optimize the management of the online julabelli site and Zalora products, it is recommended to increase advertising efforts and simplify the website sales process, thereby eliminating the need for mobile accounts. This will allow marketers to easily access the Zalora site and facilitate their information searches.

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