

An Analysis of Public's Interest in Using Lazada and Tokopedia E-commerce Services

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Abstrak

Indonesia's e-commerce business is getting popular among public society and interest transactions using its services is increasing therefore the researchers analyzed the society interest in using e-commerce services of Lazada and Tokopedia. E-commerce is a business deal of sale and purchase goods which are conducted online, whereas the system of sale and purchase is done online via internet connection. The purpose of this research is to determine society interest in using e-commerce services of Lazada and Tokopedia. This research uses descriptive qualitative research methods to analyze the society interest in using the service of Lazada and Tokopedia. The results of reseacrh by using the Seoquake plugin is Tokopedia have a better rating than Lazada in Indonesian Country. The analysis is based on the views and the service which Tokopedia and Lazada provide, such as visually appealing website design, precise information that is presented, accurate product specifications, product design, user friendly, good services, secure and protected transaction systems, adequte product, a favorable and fast response, and on-time delivery. The conclusion of this research is society's interest in using Lazada and Tokopedia e-commerce services is determined from their features quality, services, and convenience found on search engines.