

Unique attributes of Indonesian e-commerce: a case of online bookstores

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ABSTRACT

This study examines the current state of Indonesian e-commerce specifically online bookstores by investigating their websites. A sample of 59 online bookstore websites are accessed and assessed, then data are presented descriptively. This study found that the online shopping process shows unique characteristics in ordering, payment, delivery, and communication methods. In addition to a shopping cart, various communication channels including phone, SMS, fax, email, and Yahoo Messenger could be used for ordering. Most frequently payment method used is a bank transfer instead of online payment with credit or debit card. Some online stores use social networking sites to attract and maintain customers. Overall those attributes of Indonesian online bookstores are different from the common practices of online stores in the more advanced e-commerce environment.

Keywords: Internet retail, online retail, e-commerce, bookstore, Indonesia

1. Introduction

The knowledge about the state of Internet retail in Indonesia is very limited. E-commerce in Indonesia is still in the early development and it will grow along with the escalation of Internet users. The greatest success story of Internet retail is a Amazon.com which has inspired many web entrepreneurs to imitate its proven business model. Online bookselling offer a successful model for e-commerce because of its order placement, order tracking, title selection, price discount, availability, payment, and delivery [1]. So far, there is limited knowledge about the current state of Indonesian online bookstores. It is unknown for example the profile and how many online bookstores exist, what product range offered, how the online ordering process is, and whether it is similar to the Amazon's ordering process.

This study is aimed to investigate Indonesian online bookstores by assessing their websites. Specifically, this study will investigate the business profile, webstore (website of online store), and online shopping process. The results could add knowledge about e-commerce in Indonesia that could be used for further studies. E-commerce practitioners might also use it to obtain a picture about their current business practice in the light of advanced e-commerce practice.

2. Conceptual background

Though there is no statistical data, this bookselling success has been considered as a proven business model and has inspired many web entrepreneurs in many countries to sell books online. This interesting online bookselling has been studied by researchers. Chen's study [2] investigated the herd behavior of online book purchasing and found that sales volume and star ratings of a book influenced subject choices. Furthermore, Heijden and Verhagen [3] found that the store image related factors such as trustworthiness, settlement performance, usefulness and enjoyment are direct determinants of a consumer's attitude towards purchasing at that online store. In another study, Liang and Lai [4] found that the quality design of webstore is as important as product price and even more important than store reputation in consumer decision. People expected that online bookstores should have a powerful search function, filling out billing and shipping information, information about return policy and order cancellation [5]. Moreover, the book content is often associated with local language and culture which limit its successful selling across national border. For example, in Europe the majority of online booksellers operate within national or geographical boundaries of each nation because of linguistic, cultural, economic, and regulation barriers that do not allow book trade commerce to flow freely [1].

These barriers might not apply to academic books which are many written in English. The similar condition also happens to ASEAN countries, where the language difference across ASEAN members is likely to limit the overseas orders.

Some studies have attempted to describe the operational process of Internet retailing [e.g. 6,7,8]. Internet retailing process could be seen as having five activities: sourcing, warehousing, online sales, handling and shipment, and service [7]. Sourcing and warehousing for Internet retailers are similar with those for store-based retailers. Despite this similarity, Internet retailers could outsource warehousing to a third party, which is not a common case for store-based retailers. Furthermore, the online sales process is the main function of Internet retail. Another part of online sales process is a payment, in which credit card payment is the most widely accepted method in developed economies. PayPal payment is also growing popular especially for online auction such as eBay. Contrary to store-based retailing, Internet retailing performs handling and shipment of products ordered by a customer, which is known as a fulfilment process. Previous research confirmed that on-time delivery is more important than speed [9]. Internet retailers may handle the fulfilment of (tangible) products ordered by customers through the following options: (1) from store, (2) from central warehouse, (3) from own dedicated picking centre, (4) drop-ship from manufacturers or distributors, and (4) outsourced to a dedicated fulfilment service, such as UPS and FedEx [10,11]. The last activity, service, mainly refers to after-sales service, handling of product returns, refunds, and other communication with customers.

Website for online store resembles a real physical store and even must have more functions that could not be facilitated by a physical store (e.g. exhaustive product search and selection, customer testimonial and recommendations). Based on the consumer decision process, Liang and Lai [4] proposed six categories of functional requirements required by a web-store as follows: (1) problem recognition: e.g. product organization, navigational hyperlinks, chat room; (2) information search: e.g. search engine, value-added information, customized information; (3) evaluation: e.g. price comparison, customer interaction, security; (4) choice: e.g. shopping cart, substitute suggestion, on-line sales person; (5) transaction: easy to sign up, order on-line, multiple payment methods; (6) post-sales services: e.g. product tracking, allowing for product returns, organizing buyer clubs. Cheung and Huang [12] identified 14 categories of web features for commercial web sites: company overview/information, products/services, what's new, search, employment opportunities, customer service/assistance, index/directory, financial facts, links to other sites, online business services/utilities, guest book, FAQ, and messages from CEO. Huang et al [13] summarized web features and functions for commercial websites as to perform the following functions: speeding up online tasks, establishing multiple communication channels, providing suitable access to contacts, making web site personal, providing company information and advertising online, facilitating customer feedback, allowing users to control information detail, aiding online shopping decisions, and using multimedia tools. While study on website features and functionalities is considered as the earliest study on the web quality [14], this area is still relevant as web features are the core of a webstore, and the technological change of web technology to be more dynamic and interactive.

3. Research Method

This exploratory study is not intended to provide a comprehensive but partial picture of Indonesian online bookstores. The investigation includes three aspects: (1) business profile covering store location, and product category; (2) webstore covering domain names and web title; and (3) online shopping process covering ordering, payment, delivery, and communication methods. This study partially adopts framework from Enders and Jelassi [7] about an online retail operation, Huang et al. [13] about commercial web features, and Liang and Lai [4] about online store web features. The sampling frame was generated from www.daftartokoonline.com. Thirty four sites are eliminated because of one of the following reasons: web domain is expired, unable to open, webstore is not selling books or magazines, selling varieties of product and book is not the main item, and webstore does not facilitate online ordering through shopping cart. Therefore this study uses 59 sites.

4. Results and discussion

This part presents and discusses the findings in two sections related to the data collected.

4.1. Location and product category

Table 1 presents the location of online bookstore operations. More than three quarter (78%) are located in Jakarta and its surrounding towns (Bogor, Depok, Tangerang, Bekasi). While online stores could be operated anywhere, this finding

indicates that Jakarta is still the central online business. This probably relates to the product sourcing and the big customer base in that area. Only one business is located outside of Java, which is in Batam.

Table 1. Online bookstore location

Location	Frequency	Percent *)
Jakarta	35	59%
Bekasi	6	10%
Bandung	5	8%
Yogyakarta	4	7%
Tangerang	3	5%
Batam, Bogor, Depok, Semarang, Serang, Surabaya	1	2%

*) *by 59*

The investigation of products sold (books and magazines) reveals that the majority of bookstores sell varieties of books, novels, and magazines with various extents of product selection. Three dominant specific product categories found in this investigation is Islamic books, used books, and imported books as shown in Table 2. Islamic books and other muslim merchandises seem an emerging specific product category that could potentially have a big consumer base. It is an interesting finding that used (second hand) books, usually sold at stalls in the traditional market or street market, have entered the online market. Furthermore, some online bookstores attempt to help Indonesian buyers managing the book buying from overseas online bookstores.

Table 2. Specific book category

Specific book category	Frequency	Percent *)
buku islam (islamic books)	14	24%
buku bekas (used books)	7	12%
buku impor (imported books)	4	7%

*) *by 59*

4.2. Online retail operations

Table 3 shows the descriptive findings of online retail operations obtained from analyzing the webstores. It shows methods used in ordering, payment, and delivery. Table 3 shows that all webstores provide shopping cart (it is the criteria to include the sample). For most of retailers, however, the online ordering through shopping cart still needs manual confirmation from retailers regarding the stock availability and payment. Retailers will send an order confirmation via email, SMS, or phone. The table indicates that online shopping cart, is not the sole ordering method. Indonesian Internet retailers utilize various communication channels for ordering, including email, mobile phone for text messaging, phone for voice communication, live chat with Yahoo Messenger, web form, and even fax. These ordering options are uncommon for Internet retailers in the more advanced e-commerce environment.

Table 3: Ordering

Ordering method	Frequency	Percent*)
Shopping cart	59	100%
Email	11	19%
SMS	12	20%
Phone	10	17%
Yahoo Messenger	2	3%
Form	2	3%
Fax	2	3%

* *by 49*

Internet retailers in the more advanced e-commerce environment, such as amazon, usually provide credit card and debit card payment method. As shown in Table 4, the most frequently payment method used is a bank transfer, which could be done by a customer through Internet banking, ATM machine, or even mobile banking. The top most frequently commercial banks used are Bank Central Asia (BCA), Mandiri, and Bank Nasional Indonesia (BNI). Some retailers facilitate cash on delivery (COD) for the delivery in the same city and its surrounding area. This COD is normally conducted by the retailer's own courier. It is about 20% of retailers have already accepted a PayPal payment. Customer's PayPal accounts are linked to the customer's credit card account. Though credit card is not currently a popular payment method for online purchase, its use is already connected to the PayPal payment. Only some Internet retailers could accept overseas orders and for these orders, payment transfer via Western Union is most frequently available. After paying the order, buyers are required to send confirmation to retailers through email, SMS, or phone. The retailers then will check the transfer received in their bank account through online, and then do order fulfillment.

Table 4: Payment method

Payment method	Frequency	Percent*)
<i>bank transfer</i>		
Bank BCA	38	90%
Bank Mandiri	31	74%
Bank BNI	10	24%
Bank CIMB Niaga	2	5%
Bank BRI	1	2%
Bank Lippo	1	2%
<i>other methods</i>		
COD (local)	10	24%
PayPal	9	21%
NSIAPay	2	5%
Wesel Pos	2	5%
Western Union	2	5%
American Express	1	2%
Master card	1	2%
Dompot Smart	1	2%

*) by 42 as no payment methods informed in 17 sites

The delivery is normally conducted by a third party courier service. Table 5 shows the top three most frequently courier companies used, are TikiJNE, TIKI (both private companies) and Pos Indonesia (a government-owned company). Those companies provide order tracking so that customers can trace their goods. Some retailers could serve overseas orders and they use EMS Pos Indonesia and global courier services, namely Fedex, DHL, and UPS.

Table 5: Delivery method

Courier service	Frequency	Percent*)
<i>Domestic</i>		
TikiJNE	27	68%
TIKI	21	53%
Pos Indonesia	12	30%
NCS	1	3%
Pandu Siwi Sentosa	1	3%
<i>Overseas</i>		
EMS Pos Indonesia	3	8%
Fedex	3	8%
DHL	2	5%
UPS	1	3%

*) by 40 as no courier service name in 19 sites

Table 6 presents web features related to customer service function. The table shows the communication channel for the communication between retailers and customers. It indicates that phone (call, SMS), web form, Yahoo Messenger, and

email are provided by the majority of retailers to communicate with customers. Furthermore, live chat seems an emerging web feature that is added to the webstore. In this feature, the interactive communication could be seen by all visitors. This open communication could bring a positive image to the retailers as the customer inquiry/ comments could be responded timely. In the Indonesian context, the communication between retailer and customers is more intensive than that in the more advanced e-commerce environment. The communication is needed, such as, for product enquiry, ordering, order confirmation, payment confirmation, and shipping information. In the developed economies, such as UK, those processes have been automated. These various channels are provided to make customers easy to reach retailers, and then to place an order. Furthermore, only 27% of webstores provide Frequently Asked Questions (FAQ) page. One of possible reason is that the information about ordering, payment, and delivery is already provided and various communication channels are also available if customers have an inquiry. Moreover, the high adoption of social networking sites such as Facebook, and Twitter among Indonesian people has been caught by retailers to create a community of fans toward their store.

Table 6. Communication channel

Communication <i>channel</i>	frequency	Percent*)
Phone	41	69%
Form	40	68%
Yahoo Messenger	34	58%
Email	34	58%
Fax	15	25%
live chat (shoutbox)	11	19%
Google talk	1	2%
<i>indirect assistance</i>		
FAQ	16	27%
<i>social networking</i>		
Facebook	11	19%
Twitter	4	7%
YahooGroups, Blogspot, YouTube	1	2%

*) by 59

5. Conclusion

In summary, the study has explored Indonesian online bookstores by investigating their websites. Most of those online stores reside in Jakarta and its surrounding cities. Business operations of Indonesian Internet retailers show unique characteristics in methods used in ordering, payment, delivery, and communication processes. Shopping carts are provided for online ordering, but the process is semi automatic as most of the vendors need to send confirmation regarding the stock availability, and payment. Various communication channels such as phone, SMS, fax, email, and Yahoo Messenger are used for ordering. Most frequently payment method is a bank transfer instead of card payment. Various communication channels including social networking sites are used to attract and maintain customers.

As with any research, this study has some limitations. First, the list of bookstores in the sample is likely not a comprehensive list therefore the study might prevent the generalization of the result to Indonesian online bookstores or even online stores in common. Second, this study only investigates a few web features, and there are some others that were not covered, such as the availability of product search, product/ price comparison, testimonial, and return policy. Despite those limitations, the results from this study are important and revealing. This preliminary finding could motivate researchers as well as online retail practitioners to explore more detail of this business sector. It is expected that Indonesian online stores could meet the global e-commerce practices and become global players.

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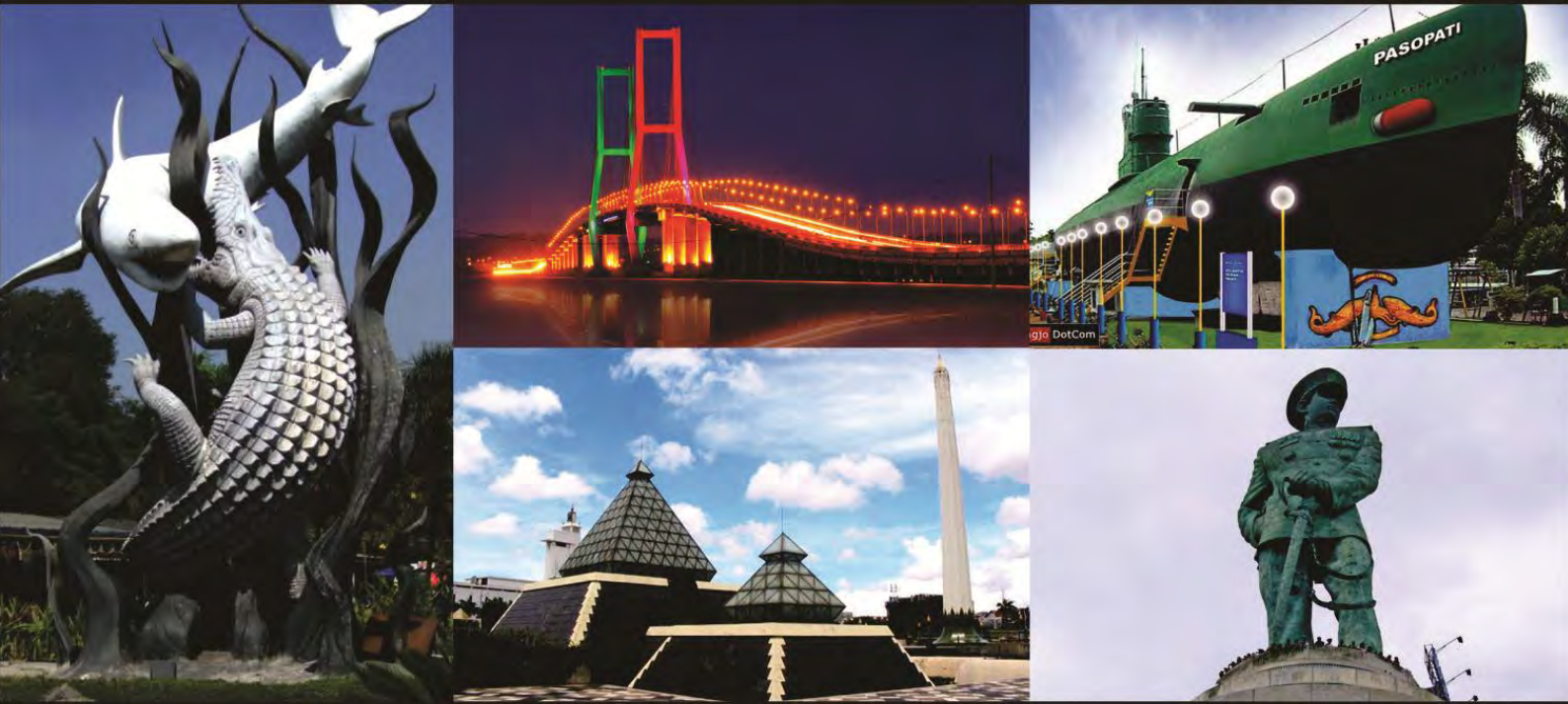
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Amrik Sohal

Professor, Monash University, Australia



Amrik S. Sohal is a Professor in the Department of Management at Monash University, Australia. He has authored or co-authored over 150 papers published in refereed journals, as well as three books and a number of chapters contributed to books. His current research interests are in operations strategy, technology management, quality/innovation management and supply chain management. Professor Sohal is a member of the Editorial Board of a number of journals in the area of quality management, technology management and operations management. Professor Sohal has received research grants from the State and Federal Governments, the Australian Research Council, local industry and Monash University. In 2001, Professor Sohal received the Vice-Chancellor's Award for Postgraduate Supervision. In 2004, he received an award for research excellence from the International Association for Management of Technology and in 2009 the

publications award from the same organisation. In 2010, Professor Sohal received the Dean's Award for Excellence in Research.

Rajesh Piplani

Associate Professor, The school of Mechanical and Aerospace Engineering, Systems and Engineering Management Nanyang Technological University, Singapore



Dr. Rajesh Piplani is the director of the Center for Supply Chain Management at NTU. He obtained his M.S. in Industrial Engineering from Arizona State University in 1990, and his Ph. D. from Purdue University in 1995. Dr. Piplani is listed in Marquis Who is Who in Science and Engineering in USA (1998-1999). He has over seven years of industry experience in India and USA in the areas of Supply-chain management and production planning of power plant equipment and semiconductor fabrication facilities. Since 1998, he has been on the faculty of NTU. He is Program Manager, Integrated Manufacturing and Service Systems (IMSS) for Singapore funding agency A*Star, managing the SGD 8 Million program. He is an associate consultant with Y3 Technologies. He also sits on the eSCM council of Singapore Manufacturers Association and council of Supply Management Institute of Germany.

PREFACE

The 2nd International Conference on Industrial Engineering and Service Science (IESS - 2013) was organized by Industrial Engineering Department of Institut Teknologi Sepuluh Nopember (ITS) in collaboration with Department of Decision and Information Sciences at the Charlton College of Business, University of Massachusetts Dartmouth (USA) and Industrial Engineering Department of Gunadarma University, Indonesia. IESS is a cross disciplinary conference that brings together leading scholars, researchers, teachers and practitioners examining the blend of Industrial engineering discipline and service science and their impact in today's business practices.

This conference was convened following the previous conference under the same title held in Solo, Central Java at 2011. This year conference theme's is **“Challenges and opportunities of service industry in Emerging Economies”**.

In this conference we have received more than 115 submissions. After thorough peer review process, we have selected seventy three papers to be presented. This process was performed in order to assure the quality of the papers in presentation sessions. We thanks to all reviewers who have spent hours reviewing all the assigned submission and ensuring the quality of the papers.

Finally we would like to express our sincere thanks to those who have paid a great deal of effort and time for preparing and organizing the IESS 2013, and to take this opportunity to express our sincere appreciation to all the presenters, delegates, reviewers, keynote speakers for their interesting and valued contributions. Our special thanks also go to our Silver Sponsor, PT Telkomsel Indonesia for providing generous support for this conference.

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CONTENTS

Facility Location-Allocation Optimization for Multi Echelon Distribution System: A Case Study of Indonesian LPG Supply Chain

Ilyas Masudin..... A1

Re Layout Items in Warehousing Using Association Rules

Harwati, Elsa Suci Rahayu..... A2

Integrating Stakeholder Analysis with Multidimensional Scaling in Environmental Conflict Management

Kiki Sarah Amelia, Pri Hermawan B1

The Impact of Organizational Culture on Firm Performance: An Empirical Research on Indonesian Manufacturing Firm

Didik Wahjudi, Moses L. Singgih, Patdono Suwignjo, Imam Baihaqi B2

Translating Green Job Principle through Job Analysis: A Case Study Of Indonesian Sugar Factory

Nadya Citra Ardiani, Janti Gunawan, Yudha Prasetyawan B3

Performance Management Measurement Model for Agro industrial Product Innovation and Commercialization

Elfira Febriani, Taufik Djatna..... B4

System Dynamics Based Performance Measurement To Support Strategy Execution: Insights From A Case Study

Syarifa Hanoum B5

Mesoporous Molecular Sieve From Rice Husk to Enhance The Quality of Biodiesel

Rossi Septy Wahyuni, Hens Saputra C1

A Framework for Assessing Reverse Logistics Maturity Level as a Mean to Increase Its Level of Implementation

Farida Pulansari, Suparno, Sri Gunani Partiw D1

Two echelon supply chain model with reliability

Biswajit Sarkar, Gargi Roy D2

Joint replenishment problem in multi-item inventory control with carrier capacity and receiving inspection cost

Keisuke Nagasawa, Takashi Irohara, Yosuke Matoba, Shuling Liu..... D3

V Unique Attributes of Indonesian E-commerce: A Case of Online Bookstores	
<i>Gunawan</i>	G3
The impact of channel leadership on substitution activity for online customer claim in dual channel supply chain	
<i>Erwin Widodo</i>	G4
Market Analysis of Smartphone Products using Segmentation Approach	
<i>Nur Indrianti and Putra Aji Nugroho</i>	G5
Values-Based Transformative Service Aimed at Improving Societal Well-Being	
<i>Khairul Akmaliah Adham, Nur Sa'adah Muhamad</i>	G6
Transformative Service and Societal Well-Being: Literature Synthesis and Future Research Agenda	
<i>Khairul Akmaliah Adham , Mohd Fuaad Said, Siti Khadijah Mohd Ghanie, Hafizah Omar Zaki, Nurul Atasha Jamaludin, Nur Sa'adah Muhamad</i>	G7
Hospital Outpatient Business Process Development Using A Roadmap for Hospitals	
<i>Prasetyo Nugroho, Mursyid Hasan Basri</i>	G8
Integrating Kansei Engineering into Kano and SERVQUAL Model to Determine the Priorities of Service Improvement (Case Study: Café Agape at Ruteng, East Nusa Tenggara – Indonesia)	
<i>Yenny Sari, Markus Hartono, Sianny Budiyo</i>	G9
The integrative framework of Kansei Engineering and SERVQUAL incorporating CRM applied to services: A case study on hotel services in Surabaya	
<i>Markus Hartono, Rosita Meitha</i>	G10
Designing Service Marketing Strategy in A Culinary Business	
<i>Esti Dwi Rinawiyanti, Rini Rahardjo</i>	G11
Quality Initiatives as QFD-Kano Technical Responses: a Conceptual Model	
<i>Mokh Suef, Suparno Suparno, Moses L. Singgih</i>	G12
Usability Analysis Of Mobile Phone Keypad	
<i>Dzakiyah Widyaningrum, Lina D. Fathimahhayati, Eko Poerwanto, Rini Dharmastiti</i>	H1
Biomechanical Analysis of Taekwondo Front Kick	
<i>D. D. I. Daruis, M.F. Jalil, B.M. Deros, M.F.M. Ali, A. S. Rambely</i>	H2
Studio Piano Learning Aids For Pre-School Children	
<i>Linda Herawati Gunawan, Wyna, Dyah Citra</i>	H3
Development Of Smartphone Technology Adoption Model Using Bayesian Network	
<i>Latifa Isnainiah Masyithoh, Nur Aini Masruroh</i>	H4

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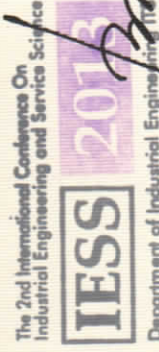
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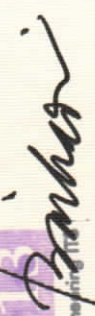
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