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# Advantage E-Commerce Technology in Ornamental Plant Business

H Hasanah<sup>1,\*</sup>, R A Tirtana<sup>2</sup>

<sup>1</sup>Faculty of Law, Universitas Komputer Indonesia, Indonesia

<sup>2</sup>Department of International Relation, Universitas Komputer Indonesia, Indonesia

Email : [tirtana@email.unikom.ac.id](mailto:tirtana@email.unikom.ac.id)

**Abstract.** The purpose of this research is to find out the effectiveness of using e-commerce in ornamental plant business, and what benefits can be made for ornamental plant farmers. This research used a descriptive method for a complete review of the situation that occurred at the time of the study, the results of this study to find out how much results can be obtained if using e-commerce in the world of ornamental plant business, and what benefits can be made by ornamental plant farmers, this research is conducted by discussing how orders, sales and payments transactions are made using e-commerce, the results of this research that e-commerce can improve sales efficiency for ornamental plant farmers, of course e-commerce technology can affect the level of ornamental plant sales

## 1. Introduction

According to Laudon E-Commerce is the process of buying and selling products by using internet media by consumers and by companies Electronic commerce (e-commerce) has been defined in several ways depending on the context and research objective of the author [1]. Daniel E Wilson, HDaniel also uses broad definitions to explain the scope of E-commerce is the entire electronic network, at every stage in the business chain, as in a business, organization, or consumer, between the public and private sectors [2]. According to Kotler and Keller recommendations are a process of communication on a particular service product that is useful to provide information professionally, the most commonly used recommendations are recommendations from someone conversation [3]. Hamil da Gregory and Swatman said that the benefits of E-Commerce in business are to get new customers, the possibility of customers will continue to grow and increase, the more customers, the greater the profit they get [4].

Gefen explained about the role of e-commerce according to Geven e-commerce to increase business competitiveness in every company, [5]. McKnight, D. H., research conducted by Choudhury, V., and Kacmar, C. also explained that the trust of a customer will greatly influence the level of success of an e-commerce, [6]. Research conducted by Kay, S. H., and Hoyle, S. T. explained about aquatic plant, seen from previous research, no one has discussed the ornamental plant business [7].

Marketing is a sales planning process that has a concept to increase sales, marketing is a very important thing, and if there is no marketing means the customer's need to know about our products is not delivered [8]. Descriptive method can be interpreted as a problem-solving procedure that is investigated by describing the state of the subject or object in the research can be in the form of people, institutions, communities and others that are currently based on facts that are visible or what they are. [9]. Gordijn, J., and Akkermans, J. M. explains the purpose of making e-commerce is to create an innovation that will be useful for an organization [10]. Following from Gordijn the purpose of this



research was to design an e-commerce business in ornamental plants, and what benefits would be made for ornamental plant farmers if using e-commerce to sell their agricultural products.

## 2. Method

The method used for this research is descriptive method, the method is used to find out related to e-commerce and online business, then using previous research related to e-commerce and online business. All the data obtained are analysed by qualitative. So that it can analyze how much profit and influence of the use of e-commerce technology in the world of ornamental plant business.

## 3. Results and Discussion

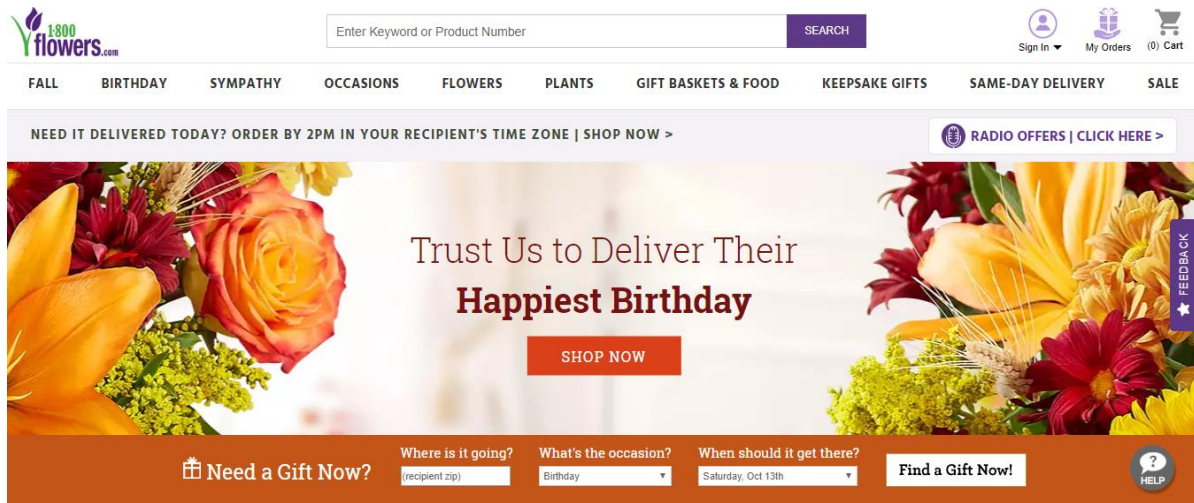
Based on the type of relationship between different sides of commerce, it can be categorized in different types in ornamental plant business: [11]

- a. **B2B (Business-to-Business)** is Companies doing business with each other such as manufacturers selling to distributors and wholesalers selling to retailers. Pricing is based on quantity of order and is often negotiable.
- b. **B2C (Business-to-Consumer)** is Businesses selling to the general public typically through catalogues utilizing shopping cart software. By dollar volume, B2B takes the prize, however B2C is really what the average Joe has in mind with regards to ecommerce as a whole.
- c. **C2B (Consumer-to-Business)** is a consumer posts his project with a set budget online and within hours companies review the consumer's requirements and bid on the project. The consumer reviews the bids and selects the company that will complete the project. Enlace empowers consumers around the world by providing the meeting ground and platform for such transactions.
- d. **C2C (Consumer-to-Consumer)** is There are many sites offering free classifieds, auctions, and forums where individuals can buy and sell thanks to online payment systems.
- e. **G2G (Government-to-Government), G2E (Government-to-Employee), G2B (Government-to-Business), B2G (Business-to-Government), G2C (Government-to-Citizen), C2G (Citizen-to-Government)** are other forms of ecommerce that involve transactions with the government--from procurement to filing taxes to business registrations to renewing licenses. There are other categories of ecommerce out there, but they tend to be superfluous.

The Ornamental Plant Business on this research is B2B (Business-to-Business) or B2C (Business-to-Consumer). Then, to attract users to want to access the web pages we make for e-commerce businesses, sellers must create a website display that is attractive to prospective buyers because usually if the prefix display is attractive, buyers will be more interested in looking further at the contents of the website. For example, in the current problem of ornamental plants online business, the products contained on this website are various kinds of ornamental plants, fertilizers, maintenance methods, plant prices, types of plants. The payment method is divided into 2, namely directly or indirectly, if the buyer directly comes to the store and pays directly, if indirectly the buyer must order first, if the buyer has ordered the buyer can directly transfer to the account number listed on the website, if the buyer does not have an ATM the buyer can deposit cash.

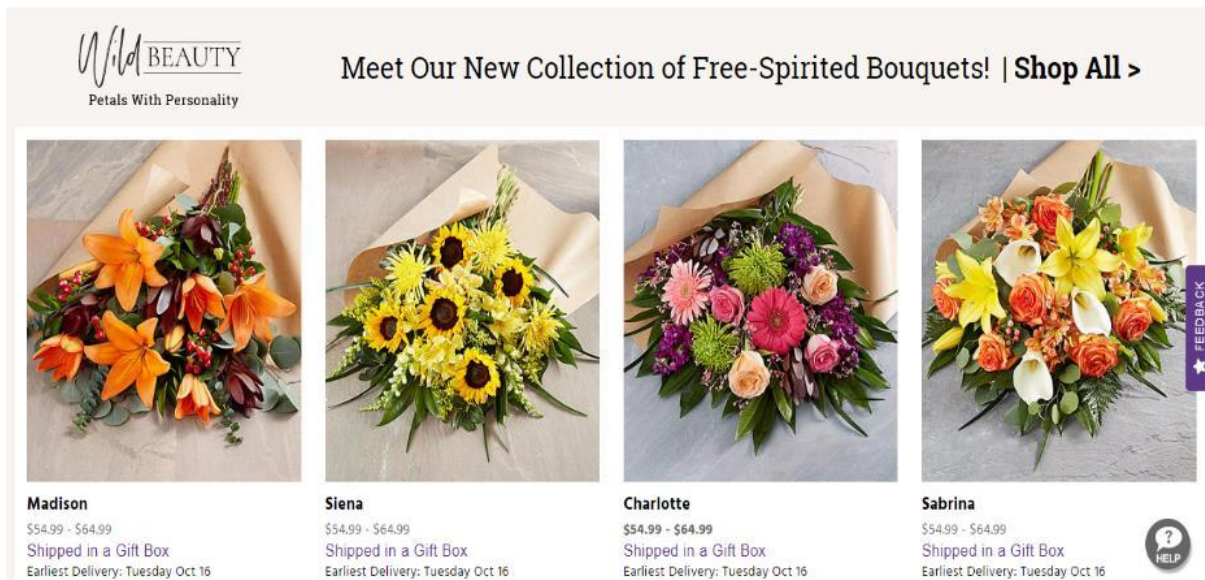
Orders can be made whenever and wherever only with an internet connection the buyer can buy the desired ornamental plants through various electronic devices. For example see Figure 1.





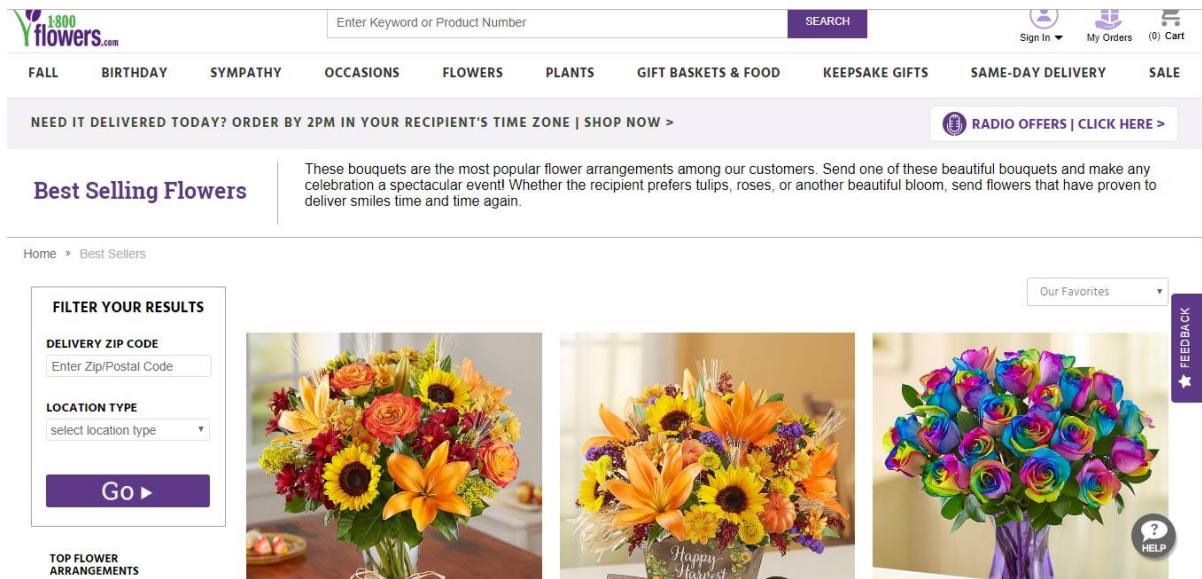
**Figure 1. Main Menu.**  
Figure was adopted from www.flowers.com

In the main menu, there are various menu and sub menu, the buyer can use an account to order ornamental plants, but if the buyer does not have a website account the buyer can still order or buy on the website, there are various kinds of plants that are offered and which products are often bought and which plants often become recommendations according to the needs of buyers (Figure 2).



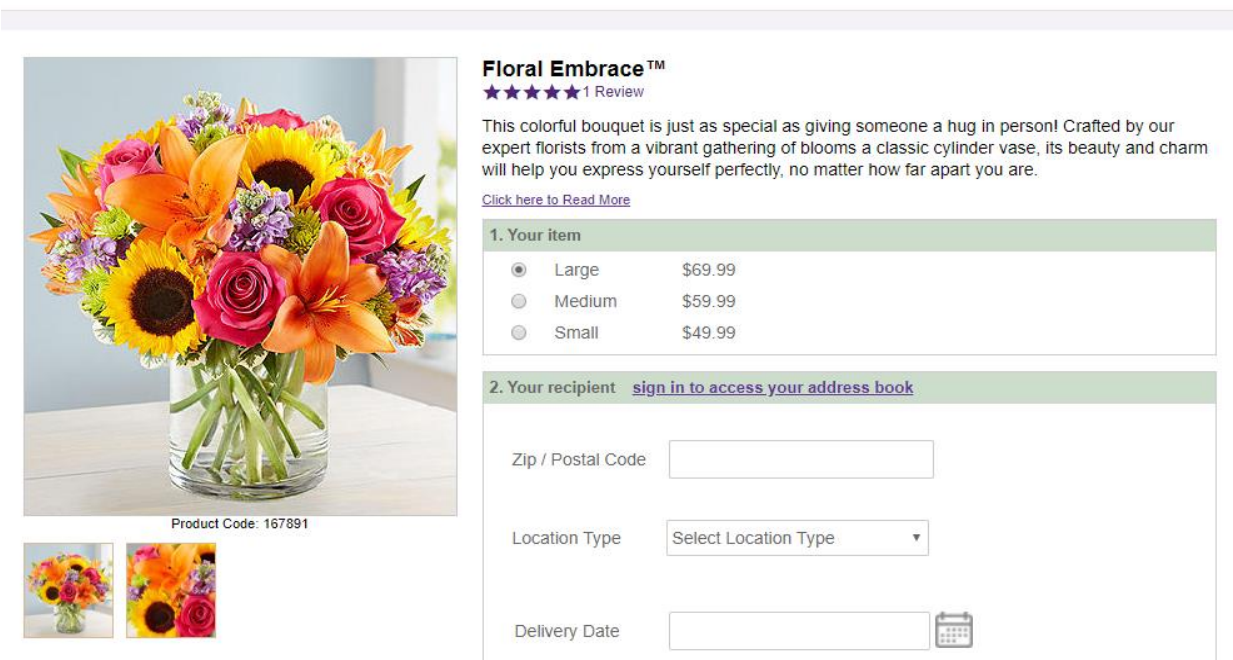
**Figure 2. Plants Menu.**  
Figure was adopted from www.flowers.com

In the flowers menu we can see various kinds of plants, from overseas plants to domestic plants, buyers can see some plants sold on this website, starting with the name of the plant, the type of plant, the price of the plant, and when the plant is sent, from this attractive appearance, the view of buyers to be more interested in buying again will be even greater (Figure 3).



**Figure 3.** Plants Best Seller. Figure was adopted from www.flowers.com

After the buyer sees the flowers menu, the buyer can see which plant is the best seller, the best seller of this plant shows the number of buyers who have bought the plant, where the best seller is usually a recommendation as well (Figure 4).



**Figure 4.** Purchase Form. Figure was adopted from www.flowers.com

In the purchase form the buyer can determine the size of the desired plant, consisting of small, medium and large, then the buyer fill in the correct address, after filling in the correct address the buyer fill in when the plant will be sent, payment can be made by transfer or using a credit card (Figure 5).

## Secure Checkout

1 Recipient Shipping Address

2 Delivery & Gift Message

### BILLING DETAILS

Your name and billing address must match the information that appears on your credit card statement. Your [privacy](#) is important to us.

#### Contact Information

\* Required

\* E-mail:

\* Confirm E-mail:

\* Phone Number:

Mobile Phone Number:

Get order status update via SMS to your mobile phone.

#### Billing Address

\* Required

\* First Name:

\* Last Name:

Company name:

\* Address Line 1:

Address Line 2:

\* City:

\* State:

\* Zip Code:

\* Country:

### PAYMENT DETAILS

#### Gift Card, Voucher, Celebrations Rewards or Saving Pass

If you have a gift card, voucher, saving pass, or Celebrations Rewards pass, please [apply here](#).

#### Promotion Code

If you have a promotion code, please [apply here](#).

#### Payment Method

##### Credit Card



\* Card Number:

Numbers only, no spaces or dashes

\* Expiration Date:

\* Name on Card:

\* Security Code:

Save card for future use

Merchandise:	\$19.99
Shipping Charge:	Free Shipping
Total Before Tax:	\$19.99
Estimated Tax:	\$1.40
<b>Order Total:</b>	<b>\$21.39</b>

[place order](#)

By clicking the "Place Order" button I agree to be bound by the [Terms of Use](#) and [Privacy Notice](#).

**Figure 5.** Form of Payment. Figure was adopted from www.flowers.com

After input data correctly, the buyer can directly pay by transfer or credit card, if the payment has been transferred the money cannot return, and the product will be sent by the seller immediately so the buyer only needs to wait for the plant be shipping to customers home (Figure 6).


## Shopping Cart

Questions? Call 1-800-716-4851 for assistance

[continue shopping](#)

[checkout](#)

SHOPRUNNER Eligible items in your cart [sign in](#)

Send To:	Passport Membership Item	
	12 Months of Passport for \$19.99	\$19.99
	<a href="#">REMOVE</a>	

Discount: \$0.00  
Order Subtotal: \$19.99

**Figure 6.** Payment Form. Figure was adopted from www.flowers.com

Payment is made by transfer or by credit card, the buyer only needs to press the checkout button, if the payment is successful, buyer will get the purchase details and the plants will be sent as soon as possible, if there is damage but the plant already in the hands of the buyer, The seller is not responsible for damage, but if damage occurs when shipping the seller will replace it with a new plant, we found

several obstacles in the payment because the buyer did not fully own credit cards so most buyers found difficulties in payment.

There are some advantages of e-commerce: [12]

- a. Time saving: It saves time and transportation. Because there is no need to go anywhere physically.
- b. No time constraints: It can be used anywhere any time as there is no time constraints.
- c. Price/Product comparison: Helps consumers to compare price and product effectively and efficiently.
- d. Cost effective: Reduces logistical problems and puts a small business on a par with giants.
- e. Boundary less (global location): E-commerce can be dealt globally as no specific boundary is required. It enables all the companies to expand them to global level.
- f. Easy arrangement of products: Products can be arranged in the shelves within minutes. With online store it is quite easy.
- g. Lowers transaction cost: Things can be automated in a well implemented online store. If online download facility is available then distribution cost can be cut off.
- h. Flexible target market segmentation: Target market segment here in e commerce is flexible can be modified any time.
- i. Direct communication with consumer: Social networking sites, online advertising networks can be mediums to buzz about online store.
- j. Improved customer interaction: Quick feedback and comment forms are main features to interact with customers.
- k. Simple and easier exchange of information: Improves information sharing among merchants and customers and enables prompt quick just in time deliveries.
- l. Easy transactions: Financial transactions through electronic fund transfer are very fast and can be done from any part of the world.
- m. Faster buying procedure: E commerce means better and quick customer services. Online customer services make customer happier. Due to absence of intermediaries for buying products. So buying procedure will be fast and quick
- n. No physical company set up: Doing e business is cost effective because no physical set up is required for that.
- o. Low operating cost: It can be started and continued with very low investment. Staff cost is very low.

After careful observations, it has come to conclusion that e-commerce has undeniably become an important part of our society. The World Wide Web is and will have a large part in our daily lives. It is therefore critical that small businesses have their own to keep in competition with the larger websites. Since web developers have lowered down the prices for their services, it has become more affordable for small businesses to use the World Wide Web to sell their products.

#### **4. Conclusion**

Today's technology has been greatly developed and facilitates the work we live in, especially in the field of business, buying and selling and shopping online, we don't need to be tired anymore to go to the seller's shop, we just need to open the cell phone, connect to an internet connection, open the seller's website and buy whatever we want. With e-commerce buyers will have facilities that make it easy to buy and know the description of goods without the need to ask directly to the person, the quality of sales services and sales transactions are becoming more practical and make it easier for consumers in transfers to be the reason for using e-commerce in the ornamental plant business.

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