

E-Commerce Risk During Transaction Process

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Abstract. The purpose of this paper is to analyze and provide information about one of the factors that influence e-commerce, namely security factors. The method used in this study was a descriptive approach by collecting information from books, journals, and the internet. The results of the study show that the safety factors that generate buyer trust are very important in e-commerce because e-commerce is a place to buy and sell without looking directly at the form of buyers and sellers. By simply open your cell phone, you can buy what you want. Therefore, the seller needs to provide a sense of security to the buyer so that the buyer can give his trust to the seller.

1. Introduction

Entrepreneurs who use E-commerce are people who are creative, innovative, independent, confident, resilient and diligent, diligent in discipline, ready to face risks, observable and capture opportunities, skilled in managing resources, in developing, developing and making their business or company superior [1]. In the current era of globalization, the development of information and technology is highly developed and its distribution is unlimited. With many things that need to be done by humans in processing information to be beneficial to the general public. Trading activities or transactions through internet media are known as electronic commerce (e-commerce). E-commerce is divided into two segments, namely trade between business people and trade between business entities and consumers. Online Stores have recently developed, along with rapid technological developments. This development encouraged conventional product converters to participate in marketing their products via the internet [2]. Vision E-Commerce is a market inhabited by autonomous intelligent entities that represent users or owners and do business in the name of Eraka. For this vision to be realized, fundamental problems need to be addressed by trust. First, e-commerce consumers must believe that vendors will do what they say. Second, they must ensure that their privacy is protected and the security risks involved in entrusting vendors to make transactions on their behalf are minimized [3].

Trust in the broad sense of meaning is a person's beliefs or good expectations about what other people will do in previous interactions. Although other parties cannot guarantee that the party will do it as expected [4]. We implement a trust model because for new web-based businesses, trust is created. Initial trust is useful to encourage consumers to use this site for the first time. The initial belief model, which assumes that parties barely recognize each other, seems suitable for long distance relationships [5]. To build online trust, however, it is a difficult task. Because trust is complex and abstract, it is difficult to define trust and identify the elements that build it. Especially because of the nature of e-commerce, online merchants mainly rely on their website to represent themselves to consumers. As stated by Ang and Lee, If a website does not direct consumers to believe that a trader can be trusted,



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no purchasing decision will be generated (p. 3). Therefore, it needs to focus on the implications of the web interface online merchants can be considered and adopted to increase their trust in potential customers [6]. E-commerce sales increase but the problem of supervision comes to the problem of eating bars consumers become worried about their personal information. Their privacy is an important issue that needs to be addressed to ensure growth E-commerce in the future Surveys show that E-commerce loses a large amount of revenue for reasons of privacy and security from a potential user base E-commerce must have the "ability to provide privacy control to consumers in an effort to create an acceptable level of trust is very important". Smith, R. and Ah ao, J. Online companies need to adopt privacy policies to protect consumer information [7]. The success or failure of many factor-based e-commerce operations is not limited to business models, teams, customers, investors, products and data transmission and storage security. Security issues are very important because there are a series of "cracker" attacks that abuse customer credit card numbers in e-commerce businesses to targeted customers [8].

Despite the many risks of internet trading accounts including e-commerce, e-commerce presents new problems. This requires a level of trust and cooperation between members in the network that can be utilized by evil entities to reject services and collect information and disseminate false information [9]. Security E-Commerce is part of the security of information frameworks and is specifically applied to components that affect e-commerce that includes computer security, security data and other areas that are broader than the information security framework. E-commerce security has its own features Security is the highest component when consumers decide to make business payments [10].

The aim of this paper is to analyze and provide information about one of the factors that influence e-commerce, namely security factors. The method used in this study was a descriptive approach by collecting information from books, journals and the internet.

2. Method

The method used in this study was a descriptive method, where this study aims to describe the existing phenomena, which are current or past. By analyzing through books, journals, and the internet. In addition, this analysis aims to determine the risk that will be faced by buyers and sellers when transacting using E-commerce.

3. Results and Discussion

Buying and selling transactions through e-commerce is growing faster, this explains that the process of buying and selling through e-commerce gets the trust of its buyers. The definition of trust according to Rotter, is the belief that if someone's promises or sayings can be trusted and someone will carry out their obligations in the process of buying and selling [11]. Furthermore, Morgan and Hunt explain that trust will occur if someone has confidence in the exchange process with partners who already have integrity and can be trusted [12]. From time to time the development of internet users is so significant, this explains that buyers believe and they feel satisfied that they have run their business. Satisfaction according to Kotler "Satisfaction is feeling" happy or disappointed "Who is it after comparing his impression of performance and product" Therefore, business people through e-commerce must be consistent in improving their service, so that they can easily meet people's needs [13]. According to AF Salam, HR Rao, CC Pegels. We theorize these users perceive the risk associated with e-commerce transactions over the web the perceived gain may be significant enough to reduce the perceived risk of the e-commerce [14].

Understanding E-commerce is the activity of selling and buying in which there are roles of consumers, manufacturers, service providers and intermediary traders using computer networks, namely the internet. Using an internet network is a technological advancement that can be mentioned supporting the overall field of commercial activity, as for example conventional business activities, e-commerce systems also through certain activity procedures commonly referred to as business processes. Online Shop Receipt and Offer Process When e-commerce transactions are used, namely

electronic media, namely the internet. Which in the end the agreement or agreement that is produced is through online, an online transaction agreement that consists of receipts and offers. Because an agreement results always occur if initially an offer is made by one of the parties and the other party receives it.

A. Offer

Bidding on e-commerce transactions is a type of B2C, namely sellers who have an online store using a website by providing a catalogue of products sold and services provided. Shopping at the online shop is very practical because we can see and shop anytime and anywhere. The website usually shows the product offered, the price, and the specifications of the goods and the rating value of the item by the previous buyer. The offer is open to anyone interested in online shopping, if there are products that dance to attention then transactions can be made.

B. Acceptance

E-commerce transactions through websites, prospective buyers usually buy or choose items offered by online stores. If prospective buyers feel interested with the product, they see they store the product until the buyer is sure of his choice. If the buyer is sure, the buyer enters the payment stage. There are several types of payments, which buyers can choose according to their ability, with the completion of the stages of the transaction then the buyer makes his acceptance. With this, there is an online contract or online transaction.

For business people there are several motivations regarding facilitating online payments for buyers through an online payment service provider as follows:

1. Increase the efficiency of cash flow.
2. Guaranteed transactions.
3. More economical operating costs.
4. Increase protection of sensitive information.

Payments in e-commers use internet media, there are 5 main mechanisms regarding the procedure when making transactions:

- a) Via ATM. This transaction only involves account holders who will conduct transactions and online stores
- b) Doing directly on the cash shop online (cash money)
- c) Through a third person intermediary
 - Online credit card payment system
 - Check payment system online

In micropayment, it is important for us to develop this transaction because it requires small change payments without a large transaction overhead at the store.

In e-commerce transactions there are two security methods used:

1. SSL (Secure Socket Layer) and TLS (Transport Layer Secure) are protocols to secure data transfer information from the buyer's browser to the online store webserver. Verisign and Thawte institutions are one of the institutions that issue digital certificates that guarantee security. SSL protects personal data and information in contracts between sellers and buyers.
2. SET (Secure Electronic Transaction) functions to prove that the seller and buyer have the right to receive and use the SET using digital certification. SET is a useful electronic tool for verifying online stores on the screen. SET provides a way for buyers who hold cards and sellers in online stores to identify each other before making transactions so that transactions are truly guaranteed.

Trust plays a very important role in helping buyers' perceptions overcome discomfort and risk. Trust makes customers comfortable when making transactions. Sellers must act to overcome

consumers' perceptions and uncertainties by building trust in the vast internet environment and on their own websites. An example of e-commerce that has built trust and makes customers comfortable to make transactions is amazon.com. This site is the largest online site in the world that was formed in 1994 and has succeeded in mastering the online market in the world. Its network has been widespread in various countries throughout the world. Even this store is always busy every day and never stops making transactions (see Figure 1).

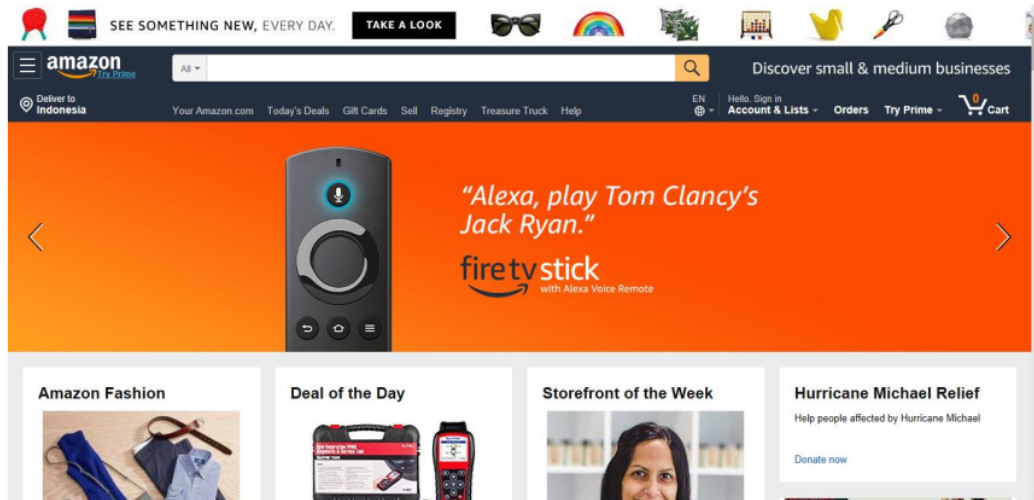


Figure 1. Main Menu of the Website
<https://www.amazon.com/>

This is the way to transact on amazon.co, you can create an account first so you can explore and shop amazon.com. You must write an e-mail and password from your e-mail (see Figure 2).

Figure 2. Creating an account

Amazon provides services that make customers feel comfortable, for years building trust for customers and very satisfying security. In the picture, Amazon also prepares information about the items we have, methods of payment and return of goods if they are damaged in transit (see Figure 3).

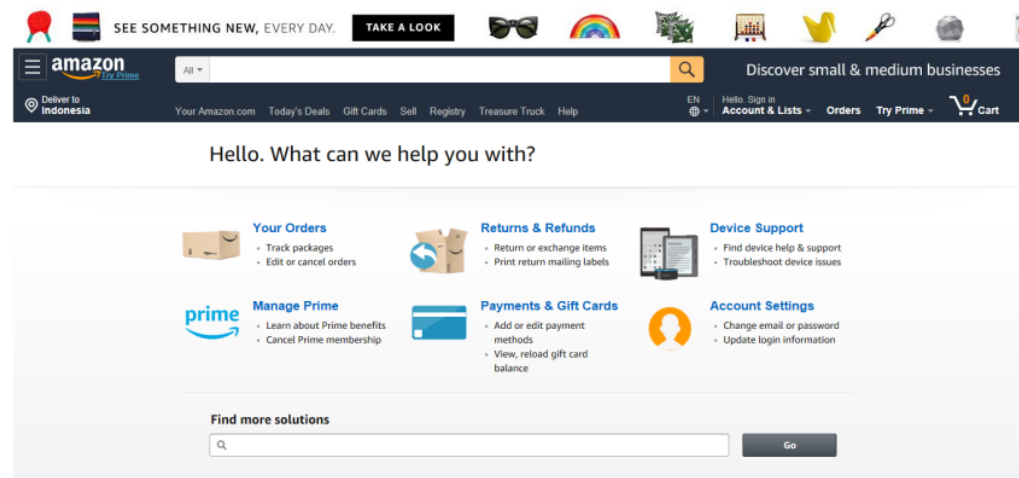


Figure 3. Help on the Website

4. Conclusion

E-Commerce makes it easy for buyers to be more practical in buying goods and sellers in marketing the products they sell, but inside it, raised some high business risks. The risk that can occur is financial loss directly due to fraud, improper use of access to sources by parties and loss of trust from buyers. Risks that occur can be overcome by a system that requires buyers to become members. By becoming a member, Buyers can see what products are offered and buyers can make transactions and find out where the transaction process takes place. A way that can also be used to overcome the risk of e-commerce transactions is that the buyer provides proof that he has completed the payer. Trust and security in e-commerce are things that must be considered. So that buyers and sellers feel comfortable when making transactions.

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