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To cite this article: R Permana and D Albar 2019 *IOP Conf. Ser.: Mater. Sci. Eng.* **662** 032033

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Building an Online Store for Students

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Abstract. The purpose of this study is to find out the benefits of an online store as well as how a student can build an online store. In this study, the method is semi-structured interview method with informants who are online shop owners. Based on the research results shows that a student is actually able to build an online store business and students will gain experience in trading. If students want to try and be observant of opportunities plus diligently in running their online store, surely the online store they manage will develop. The conclusion of this study is that if students can foster an entrepreneurial spirit, then building an online store will be very easy.

1. Introduction

Online stores are businesses that sell their products online, which means buyers do not have to leave home, including online shop owners who do not have to have an offline store or shop physically, enough to run an online store at home, which means this business is perfect for students because not bound by working hours. Just run the online store at home. The buyer's interest can be triggered by the friendliness of the business owner's behavior and the convenience of shopping [1].

The emergence of online stores is very helpful for people to meet their needs, an online store presents a variety of products and services that are diverse online with unlimited area coverage and online stores can build middle to lower economic growth [2]. Jiunn-WoeiLian and David C.Yen argue that parents who are aware of the internet have the potential to become active buyers [3]. Running an online store can build relationships between business owners and buyers so they are tied together [4]. Buyer's trust is very significant for the existence of an online store, if the buyer has given his trust, the buyer will be loyal to the online store [5]. De Vries et al explained that social media is a very good connector between business owners and buyers [6]. Also, Andini explained that the marketing strategy must be used by online stores is to make products quickly popular, so that products can be accessed by buyers anywhere through the internet [7][8]. Clemes et al explained that the internet has become a communication tool throughout the world because internet users are increasing every day [9]. The success rate of online stores can be judged by the popularity of online stores brand among the public [10]. Eddy Soeryanto Soegoto stated that one of the points that must be considered in promoting business is to make the site relevant, newest, and unique [11].

From the references above, we already know what an online store is and how to run it. The purpose of the writer is how a student can build an online store and to find out the benefits of an online store. For more details, the author uses interview methods. This method was chosen because it makes it easy to retrieve information and clarify information because the information obtained directly interviews students who have an online shop.



2. Method

In this study, the method used was a semi-structured interview method with student informants who had an online shop on September 27 at Universitas Pasundan and added it by reading several articles online to fulfill information about online stores. This method is used to obtain information from someone who is experienced in their field so that they get information directly from the business actor. In collecting data, the author uses online store brands named Sweet Cotton and Edmee every day to become an example if students want to build an online store.

3. Results and Discussion

As internet technology develops in Indonesia, there are many e-commerce startups [12]. From the interview method, sweet cotton online shop owners explain what beginners must do to build an online store. First, it is to determine what products to sell, if they have determined what products to sell then determine whether the product is produced by itself or become sellers from other people's products or commonly called resellers. For beginners, it is recommended by starting a shop online by becoming a reseller if you do not have a lot of capital. Resellers sell products belonging to other sellers. Resellers take products from suppliers and here suppliers usually provide prices below the market with terms or conditions that must be met by resellers. The reseller scheme can be seen in the Figure 1 below.

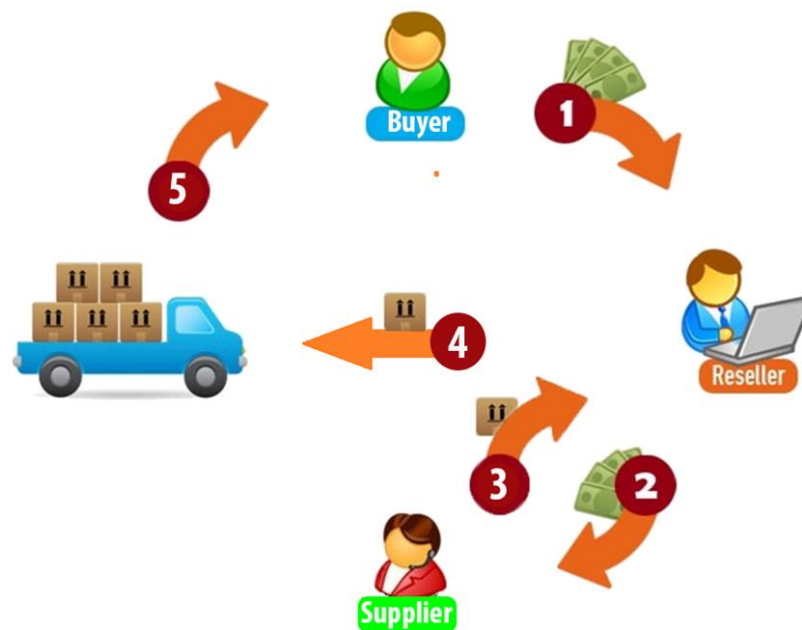


Figure 1. Reseller Scheme

After getting a supplier, think of the name of the online store that will run and want to sell where the product is, in the current era it is no longer difficult to sell products online because there are many online trading sites. There a list of trusted online stores in Indonesia to prevent fraud from consumers by online shopping sites [13]. Among others are: (Figure 2)

- 1) Lazada.com
- 2) Olx.com
- 3) Tokopedia.com
- 4) Blibli.com
- 5) Instagram
- 6) Bhinneka.com



Figure 2. Online shop site logo

To speed up the activity of online stores, you must open an account with several banks to make transactions easier because the online store payment method is to pay via transfer. Then, you have to make a bank account. Besides being used as a payment method, by creating a new account specifically for the store online will be easier in the next financial record, the rest is separated from personal balance. The next stage is promoting products sold through Instagram by being promoted by models that have a lot of followers, usually every model / artist on Instagram has different costs that are judged by popularity and number of followers. With this promotion method, it can attract followers to buy products and follow our online store account, or even using Instagram Advertising (Instagram ads) with this method the products sold will be advertised by Instagram itself.

In addition, there are also things that must be considered are packaging, neat and unique packaging will give a positive impression on customers, for example, cotton sweet packaging has a unique plastic wrap in products where the plastic has a cotton sweet logo and a heart logo that will be the main attraction. The packaging from my hoodieku where they use box-shaped cardboard to store their products to give the impression of an expensive product. You should also pay attention to this especially if the product being sold is glassware, the packaging must be taken seriously so that the product does not break when arriving at the buyer, one way is to use bubble wrap so that when it is shaken it does not directly collide with the jar to prevent the item is destroyed (Figure 3).



Figure 3. Packaging Hoodieku and Cotton sweet

No less important is the shipping method, for now, there are many freight forwarding services, namely JNE, JNT, TIKI and Sicepat for national shipping. For shipping around the city that you occupy can use Gojek services and for overseas shipping can use DHL, Dakota, Pos Indonesia and others. One consideration of prospective customers is the delivery period, fast delivery will be more valuable for online stores, on the contrary if processing from a slow online store and an old expedition will make customers reluctant to shop again at online stores that have slow delivery performance. If there is a transaction on Monday, the product must be shipped that day.

There are a number of tips for avoiding buyer cheating by asking for receipt of transfer and activating your mobile banking, as you can monitor all incoming and outgoing transactions, so when buyers transfer money to your account, it is better to check the mutation account whether the buyer transferred money has sign in or not. Therefore, we cannot send items before checking our account mutations to avoid fraud. However, in some online stores that provide special accounts, transactions are much safer because money will be stored on his account and stored until the goods are sent by the seller. The seller can withdraw the money after the item is received by the buyer. Also vice versa, the seller will not send the item if the buyer has not sent money to a third party store financial account such as the system carried out by the online store, Tokopedia (Figure 4).

01/03	TRSF E-BANKING DB 0103/FTFVA/WS95031 80777/TOKOPEDIA 0815	0000	322,500.00 DB
05/03	TRSF E-BANKING CR 03/03 95031	0998	300,000.00 CR
05/03	TRSF E-BANKING DB 03/03 95031	0998	350,000.00 DB
06/03	TRSF E-BANKING DB 03/06 95031 ARISAN RIFAH K KARTU DEBIT	0998	150,000.00 DB

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Figure 4. Examples of BCA Account Movements

In this study, there are different results from previous studies conducted by Andini. In his research, things that influence online sales focus more on the influence of viral marketing on someone to make a purchase [14]. In this study, the results show more for students who should start selling by positioning themselves as resellers and do not have to prioritize marketing techniques. Position as a reseller greatly benefits students in doing business buying and selling online with a time that is relatively not troublesome.

4. Conclusion

The conclusion that can be drawn from this study is that an online shop is one of the businesses that can be managed by a student, online shop is very easy to run, not time bound, which means students can still study without being bothered by an online shop business. The results of the discussion show that being a reseller for students has advantages in terms of time and capital rather than selling products made by themselves. Students do not need to spend time making products to sell. They simply open a shop and sell products belonging to other stores. The system in the reseller scheme is quite easy for students to open online stores. Ensuring the delivery of goods with better packaging is also a part that must be considered. Monitoring financial traffic using mobile banking can greatly help students in managing their business finances.

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