

THE IMPACT OF USING TOKOPEDIA ON PROFITABILITY AND CONSUMER SERVICE

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ABSTRACT

Business actors doubtlessly want to optimize in all parts in order to increase their company's profitability. One thing that must be done is to set up a advertising system based on electronic media, accurately Tokopedia. A system that makes buying and selling transactions simpler for both users and consumers. This article seeks to ascertain the impact of business actors' use of Tokopedia media on resulting profitability, as well as the impact of Tokopedia on consumer convenience when shopping online. This study employed a qualitative strategy in the form of a review article in the field of Tokopedia-based marketing management. Writing scientific articles involves the use of qualitative methods as well as literature studies or library research.

Keywords: *Tokopedia, Literature Review, Customer Service, Profitability*

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1. INTRODUCTION

Technical advances in the 5.0 era, particularly in information technology, compelled every business actor to make the most recent breakthroughs in marketing their products (Ervina & Egeten, 2017). This is done to ensure survival in the face of rising market competition. so that many businesses, both start-ups and those that have long used information technology systems to help in the marketing of their products (Rosida et al., 2021).

This activity is more commonly known as Tokopedia (Ramdansyah & Taufik, 2017). As a matter of fact, communication activities via internet networks, like buying and selling events, have become part of people's lifestyles (Teixeira et al., 2018). So, of course, business actors can read these opportunities by adopting information technology, which can provide a competitive advantage for new MSME actors (Susanty et al., 2020). The current trend is the spread of the electronic commerce system, or Tokopedia. Because Tokopedia has the potential to outperform the current market.

Tokopedia, so according Permatasari (2021), is a process that occurs when a person or group of people interacts to buy

and sell goods or services through the use of a computerized electronic system. To avoid being left behind by other businessmen who have previously used the Tokopedia system, business actors must understand and be able to apply the electronic sales system or Tokopedia (Religia et al., 2021). According to (Octavia et al., 2020), the use of the Tokopedia system had a significant effect on improving the business performance of business actors, specially MSMEs. This is also true for such pervasive use of Tokopedia at Indonesian retailers as well as world-class retailers in ASEAN countries (Religia et al., 2021).

According to Permatasari (2021), tokopedia is a process that occurs when a person or group of people interacts to buy and sell goods or services using a computerized electronic system. To avoid being left behind by other businessmen who have previously used the Tokopedia system, business actors must understand and be able to apply the electronic sales system or Tokopedia (Religia et al., 2021). According to (Octavia et al., 2020), the use of the Tokopedia system had a significant effect on improving the business performance of business actors, notably MSMEs. This is also true for such widely

use of Tokopedia at Indonesian retailers as well as world-class retailers in ASEAN countries (Religia et al., 2021).

2. TINJAUAN PUSTAKA

Penggunaan Tokopedia (X1)

Tokopedia is an online store that offers a wide range of goods and services for buying and selling (Herman & Yakub, 2010). The scope of Tokopedia includes customer service, collaboration between various business relationships, and the use of electronic-based transactions in a business company (Widhianto, 2002). Tokopedia uses the Information and Communication Technology (ICT) system by integrating one type of business with multiple processes into a single coordinated system. Production processes, customer focused processes, and internal management processes are three processes that are commonly used in Tokopedia-based systems.

ICT is used to conduct business transactions with consumers, as compared to E-commerce-based systems. Transactions with both business actors and potential customers to buy and sell products in the form of goods or services. Tokopedia helps facilitate buying and selling transactions by using the electronic

devices including the internet and other computer networks (Wang et al., 2016). According (Sin et al., 2016), Tokopedia is a medium used to carry out website-based marketing activities, where the website is a way to transact or facilitate the promotion process and the buying and selling process occurs online.

Furthermore, as per Mohapatra (2013), modern Tokopedia is a transaction activity that occurs between business actors and prospective customers via the electronic media intermediary World Wide Web (www). According to Mohapatra (2013), Tokopedia refers to trade transactions that take place between an organization (company) or business actor and its consumers and through internet or network media. Thus, these experts' statements explain that Tokopedia is marketing thru the electronic media in the form of an internet network, which can cause transaction processes to occur between business actors and their prospective customers.

Profitability (Y1)

Profitability must all be considered by all business actors because it helps determine the extent to which the company will survive. Profitability

explores how every business actor generates profits (Kusumadewi, 2022). These gains are knowable. The profit achievement standard owned by business actors is the standard of the level of success they achieve within a specific period of time from the operational results they manage (Astuti et al., 2015). The ability of business actors to obtain these benefits can be seen in the relationship between income and operational funds used in running business assets, both fixed assets and current assets, for the production process of goods or services produced (Teresya, Nabiilah, 2022).

Peningkatan Business actors can increase profits by increasing income and decreasing production costs (Suwardika & Mustanda, 2017). Profits can also be increased by growth the market reach of each product produced. Profit margin, return on equity, and asset returns can all be used as profitability indicators. The Quick Ratio or ratio is used to evaluate the dimensions of profitability indicators (Astuti et al., 2015).

The trade-off theory and the pecking order theory are two frequently used profitability theories of capital structure (Sari, 2021). The theory of trade off theory refers to the balance that business actors

will achieve in order to balance the amount of debt and profits in an equal position (Pessach et al., 2020). Unlike the pecking order theory, it is a loan made by a business actor to overcome a lack of capital in his business, with the aim of having to balance the conditions in the business he started (Nuswandari, 2013). The amount of debt can be said to be a reflection of the company's needs with cumulative external capital (Ali Ahmad, 2015).

The profitability ratio is used to determine the profit formulation obtained by one business actor in running his business more than a specific period of time (Varga et al., 2021). The profitability formulation is utilized to establish the difference in the number of profits achieved at different times, which can be the previous time, the current time, or even predict the profits to be achieved in the future (Pramanik et al., 2019). It can also be used to determine the amount of net profit after tax with own capital, to measure the productivity of all company funds that used both loan capital and own capital, and for other purposes. In general, the use of profitability measures in a company is to obtain an overview of the financial condition related to the profits and losses obtained by business actors.

Furthermore, knowing the productivity of all funds that used both loan capital and own capital (Shibani et al., 2022).

Consumers enjoy and enjoy shopping through electronic media. Aside from being simple to use, consumers feel more at ease because they don't have to worry or waste time. The consumer's convenience is the ease with which the technology is perceived as relatively simple to understand and use in online transactions (Frederiksen, 2013). Typically, consumers will find it difficult to use online media for shopping at first because they are concerned about the system's security and the confidentiality of their personal data. As a result, they are less likely to transact online (Prathama & Sahetapy, 2019).

The ease with which consumers can use online media reflects their ability to use technology. This ease of use factor is very influential in shaping consumer behavior in order to increase consumer perceptions of the ease of using the system, which has an impact on increasing the results obtained by selling business actors (Nasution et al., 2020). The variables used to assess consumer convenience include indicators of easy interaction, easy transactions, easy product discovery, easy learning, and easy use (Romla & Ratnawati,

2018). Furthermore, it is stated more clearly that important variables that must be considered in the convenience of consumers when using online media are easy to learn (ease to learn), easy to use (ease to use), easy to understand (clear and understanding), and become skilled in using (become. skilled) (Wibowo et al., 2015).

Consumer convenience is defined as a consumer's assumption that using technology will be painless. Whereas, this convenience will lead to consumer perceptions that the higher the perception of system ease, the higher the level of utilization of the technology used (Suhir et al., 2014). As a result of the ease of use, the intensity of use and interactions with technology will be greater (Aziziyah, 2021). (Fitriani et al., 2020), (Prathama & Sahetapy, 2019), (Suhir et al., 2014), (Romla & Ratnawati, 2018), and (Nasution et al., 2020).

3. IMPLEMENTATION METHOD

This article applies a qualitative method in connection with a literature review or library research. It seeks to examine the comparison of existing theories with previous theories in the research literature. The literature used is literature

from research results or reviews recorded in scientific articles in national and international forms that are relevant to marketing management. For literacy data, all articles were procured from the electronic search engines Mendeley and Google Scholar.

With the type of literature research, a literature review is used consistently using a qualitative approach method. It is used inductively so that it does not raise additional questions. The reason for conducting qualitative research is that this research is exploratory in nature. Furthermore, an in-depth discussion is carried out in the Library section related to or reviewed literature, because that section is the basis for formulating hypotheses and will then be used as material for comparison with the results or findings of previous research to reveal the truth of the existing theory (Permatasari and Jaelani., 2021). This article will explain how the use of Tokopedia affects the profitability of business actors as well as the convenience of consumers when using the electronic system on Tokopedia.

4. RESULT AND DISCUSSION

1. The Effect of Tokopedia Use on the Profitability of Business Actors

The use of Tokopedia by business actors

has a positive impact on increasing profitability (Teresya, Nabiilah, 2022). The dimensions or profitability indicators used have a positive impact on the use of Tokopedia (Rohandi, 2017). When viewed in terms of sales that occur within a particular time period, business actors who use Tokopedia can increase their profitability. The steadily increasing number of sales is due to the increased number of consumers as a result of the expansive promotion area (Ayu & Suarjaya, 2018). The scope of this promotion will undoubtedly have a significant impact on increasing selling value, which affects business actors' profitability. Furthermore, indicators of Tokopedia's existence, which are supported by smooth production and distribution activities, have an impact on the income of business actors (Atmaja & Verawati, 2021).

Businesses that use the Tokopedia system can exchange information about their operations with potential customers (Arifianto & Coiri, 2018). Tokopedia's effectiveness must, of course, take into account how much profit is generated. As a result, management must be done to make the experience appealing to potential customers by making sales simple and

providing solid services to potential customers (Fatmala et al., 2018). Furthermore, one of the benefits of using Tokopedia is the simplicity of transaction processing. Tokopedia's profitability will be influenced. If consumers perceive profitability positively, it will be able to improve service quality, customer satisfaction, and trust (Lumintang et al., 2020). Profitability, as measured by the level of purchase on investment or Return On Investment, lowers a company's capital structure, and vice versa, if profitability is high, the entrepreneur's net profit is also high (Pangesti & Adyaksana, 2021).

2. Pengaruh Penggunaan Tokopedia Terhadap Kemudahan Konsumen

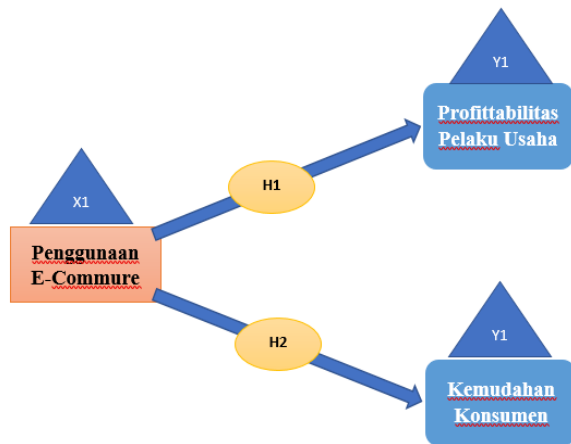
Looking at the indicators for using Tokopedia, the use of the Tokopedia system has an effect on consumer convenience. Tokopedia provides consumers with convenience by providing fast and practical service (Putra et al., 2015). However, many business actors are beginning to understand the use of Tokopedia, which causes e-commerce to make businesses more flexible, free to make transactions from anywhere and at any time, and Tokopedia can help business actors increase sales transactions because

the buying and selling system has a wider view than business actors who only carry out the system. traditional transactions that have an impact on Tokopedia's dimensions or indicators

Increasing the effectiveness of using Tokopedia requires paying attention to the convenience of users, namely business actors who use Tokopedia technology, as well as how the system provides convenience to consumers (Indarsin & Ali, 2017). As a result, management must invest in the long-term development of the internet in order to have a significant impact on human life in the real world. Thus, business actors must have a transformational impact that creates a new business paradigm in the form of digital marketing, Tokopedia, and several other terms (Pekovic & Rolland, 2020). The ease with which business actors and consumers use Tokopedia has a significant impact on the perceived increase in profitability by both customers/consumers (Romla & Ratnawati, 2018). As either a consequence, there is a need for continuous improvement in the services provided by the Tokopedia web, which will have an important impact on both sales levels and consumer satisfaction (Fitriani et al., 2020).

Conceptual Framework

Figure 1 depicts a description of the article's framework..



Gambar 1. Conceptual Framework.

5. CONCLUSION

Based on a review of the literature on the issue of business actors using Tokopedia, it is possible to conclude::

1. The use of Tokopedia by business actors has a positive effect on the amount of profit obtained in a given period of time.
2. The use of Tokopedia by business actors strengthens consumer convenience in obtaining the desired product.

6. DAFTAR PUSTAKA

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