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The Impact of Using Bukalapak on Profitability and Consumer Service

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Abstract

Business actors will undoubtedly want to optimize in all areas in order to increase their company's profitability. One thing that must be done is to establish an advertising system based on electronic media, specifically Bukalapak. A system that simplifies buying and selling transactions for both users and consumers. This article seeks to determine the impact of business actors' use of Bukalapak media on resulting profitability, as well as the impact of Bukalapak on consumer convenience when shopping online. This study used a qualitative strategy in the form of a review article in the field of Bukalapak-based marketing management. Writing scientific articles necessitates the use of qualitative methods as well as literature studies or library research.

Keywords: Bukalapak, Literature Review, Customer Service, Profitability.

INTRODUCTION

In the 5.0 era, technological advancements, 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 the company's survival in the face of increasing market competition. As a result, many businesses, both start-ups and those that have long used information technology systems to assist in product marketing (Rosida et al., 2021).

This sport is also known as Bukalapak (Ramdansyah & Taufik, 2017). Indeed, communication activities via internet networks, such as buying and selling events, have become ingrained in people's lives (Teixeira et al., 2018). Of course, business actors can take advantage of these opportunities by implementing information technology, which can provide a competitive advantage for new MSME actors

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(Susanty et al., 2020). The electronic commerce system, or Bukalapak, is currently spreading. Bukalapak has the potential to outperform the market.

According to Permatasari (2021), bukalapak is a process in which a person or group of people interacts to buy and sell goods or services using a computerized electronic system. To avoid falling behind competitors who have previously used the Bukalapak system, business actors must understand and be able to apply the electronic sales system or Bukalapak (Religia et al., 2021). The use of the Bukalapak system, according to (Octavia et al., 2020), had a significant effect on improving the business performance of business actors, particularly MSMEs. This is also true of Bukalapak's widespread use at Indonesian retailers as well as world-class retailers in ASEAN countries (Religia et al., 2021).

Bukalapak, as defined by 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 falling behind competitors who have previously used the Bukalapak system, business actors must understand and be able to apply the electronic sales system or Bukalapak (Religia et al., 2021). According to (Octavia et al., 2020), using the Bukalapak system improved the business performance of business actors, particularly MSMEs. This is also true for the widespread use of Bukalapak at both Indonesian retailers and world-class retailers in ASEAN countries (Religia et al., 2021).

LITERATURE REVIEW

Using Bukalapak (X1)

Bukalapak is an online store where you can buy and sell a wide range of goods and services (Herman & Yakub, 2010). The scope of Bukalapak includes customer service, collaboration among various business relationships, and the use of electronic-based transactions in a business company (Widhianto, 2002). Bukalapak makes use of the Information and Communication Technology (ICT) system by combining one type of business with multiple processes into a single coordinated system. In Bukalapak-based systems, three processes are commonly used: production processes, customer-focused processes, and internal management processes.

ICT is used to conduct business transactions with consumers as opposed to E-commerce-based systems. Purchase and sale of goods or services with both business actors and potential customers. Bukalapak makes purchasing and selling transactions easier by utilizing electronic devices such as the internet and other computer networks (Wang et al., 2016). Bukalapak is a medium used to carry out website-based marketing activities, where the website is a way to transact or

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facilitate the promotion process and the buying and selling process takes place online, according to (Sin et al., 2016).

Furthermore, modern Bukalapak, according to Mohapatra (2013), is a transaction activity that takes place between business actors and potential customers via the electronic media intermediary World Wide Web (www). According to Mohapatra (2013), bukalapak refers to trade transactions that take place via internet or network media between an organizations (company) or business actor and its consumers. As a result of these experts' statements, Bukalapak is marketing via electronic media in the form of an internet network, which can result in transaction processes between business actors and their prospective customers.

Profitability (Y1)

Profitability must be considered by all business actors because it determines how long the company will survive. Profitability investigates how each business actor generates profits (Kusumadewi, 2022). These benefits are known. The profit achievement standard owned by business actors is the level of success they achieve within a specific time period 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 and current assets, for the manufacturing process of goods or services produced (Teresya, Nabiilah, 2022).

Improve Profits can be increased by increasing income and decreasing production costs (Suwardika & Mustanda, 2017). Profits can also be increased by expanding the market reach of each product manufactured. Profit margin, return on equity, and asset returns are all indicators of profitability. The Quick Ratio, also known as a ratio, is used to assess the dimensions of profitability indicators (Astuti et al., 2015).

The trade-off theory and the pecking order theory are two popular capital structure profitability theories (Sari, 2021). The trade-off theory refers to the balance that business actors will achieve in order to maintain an equal amount of debt and profits (Pessach et al., 2020). It is a loan made by a business actor to overcome a lack of capital in his business, with the goal of having to balance the conditions in the business he started (Nuswandari, 2013). The amount of debt can be said to reflect the company's needs in terms of cumulative external capital (Ali Ahmad, 2015).

The profitability ratio is used to calculate the profit formulation obtained by one business actor over a specific time period (Varga et al., 2021). The profitability formulation is used to determine the difference in the number of profits made at different times, which can be the previous time, the current time, or even predict

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future profits (Pramanik et al., 2019). It can also be used to calculate net profit after tax with own capital, as well as to assess the productivity of all company funds that used both loan capital and own capital. In general, the use of profitability measures in a company is to obtain an overview of the financial condition related to business actors' profits and losses. Knowing the productivity of all funds that used both loan capital and own capital is also beneficial (Shibani et al., 2022).

Consumers enjoy shopping via electronic media. Customers feel more at ease because they don't have to worry or waste time. The ease with which the technology is perceived as relatively simple to understand and use in online transactions is the consumer's convenience (Frederiksen, 2013). Consumers are often hesitant to use online media for shopping at first because they are concerned about the system's security and the confidentiality of their personal information. As a result, they are less likely to conduct online transactions (Prathama & Sahetapy, 2019).

The ease with which consumers can access online media reflects their technological ability. This ease of use factor has a significant influence on shaping consumer behavior in order to increase consumer perceptions of the system's ease of use, which has an impact on increasing the results obtained by selling business actors (Nasution et al., 2020). Consumer convenience is measured using variables such as 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 consumers' convenience 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).

The assumption that using technology will be painless is referred to as consumer convenience. This convenience, on the other hand, will lead to consumer perceptions that the higher the perception of system ease, the greater the level of utilization of the technology used (Suhir et al., 2014). The intensity of use and interactions with technology will increase as a result of their ease of use (Aziziyah, 2021). (Fitriani et al., 2020), (Prathama & Sahetapy, 2019), (Suhir et al., 2014), (Romla & Ratnawati, 2018), and (Romla & Ratnawati, 2018) (Nasution et al., 2020).

IMPLEMENTATION METHOD

In conjunction with a literature review or library research, this article employs a qualitative method. It aims to compare existing theories to previous theories in the research literature. The literature used is literature derived from research findings or reviews published in scientific articles in national and international journals relevant

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to marketing management. All articles for literacy data were obtained from the electronic search engines Mendeley and Google Scholar.

A literature review is used consistently with the type of literature research using a qualitative approach method. It is used inductively to avoid raising additional questions. The reason for conducting qualitative research is because this is an exploratory study. Furthermore, an in-depth discussion is conducted in the Library section related to or reviewed literature, because that section serves as the foundation for formulating hypotheses, which 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 Bukalapak affects business actors' profitability as well as consumer convenience when using the electronic system on Bukalapak.

RESULT AND DISCUSSION

The Effect of Bukalapak Use on the Profitability of Business Actors

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

Businesses that use the Bukalapak system can communicate with potential customers about their operations (Arifianto & Coiri, 2018). The effectiveness of Bukalapak must, of course, take into account the amount of profit generated. As a result, management must work to make the experience appealing to potential customers by simplifying sales and providing solid services (Fatmala et al., 2018). Furthermore, one of the advantages of using Bukalapak is the ease with which transactions can be processed. The profitability of Bukalapak will be affected. If consumers perceive profitability positively, service quality, customer satisfaction, and trust will improve (Lumintang et al., 2020). Profitability, as measured by the level of return on investment, lowers a company's capital structure, and vice versa, if profitability is high, so is the entrepreneur's net profit (Pangesti & Adyaksana, 2021).

The Effect of Using Bukalapak on Consumer Convenience

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According to the indicators for using Bukalapak, the system has an effect on consumer convenience. Bukalapak makes life easier for customers by providing quick and practical service (Putra et al., 2015). Many business actors, however, are beginning to understand the use of Bukalapak, which causes e-commerce to make businesses more flexible, free to make transactions from anywhere and at any time, and Bukalapak can help business actors increase sales transactions because the buying and selling system has a broader view than business actors who only carry out the system. Traditional transactions that affect the dimensions or indicators of Bukalapak

To increase the effectiveness of using Bukalapak, consider the convenience of users, specifically business actors who use Bukalapak technology, as well as how the system provides convenience to consumers (Indarsin & Ali, 2017). As a result, in order to have a significant impact on human life in the real world, management must invest in the internet's long-term development. As a result, business actors must have a transformational impact that results in the creation of a new business paradigm in the form of digital marketing, Bukalapak, and a variety of other terms (Pekovic & Rolland, 2020). The ease with which business actors and consumers use Bukalapak has a significant impact on both customers'/consumers' perceptions of increased profitability (Romla & Ratnawati, 2018). As a result of either of these outcomes, there is a need for continuous improvement in the services offered by the Bukalapak web, which will have a significant impact on both sales levels and consumer satisfaction (Fitriani et al., 2020).

Conceptual Framework

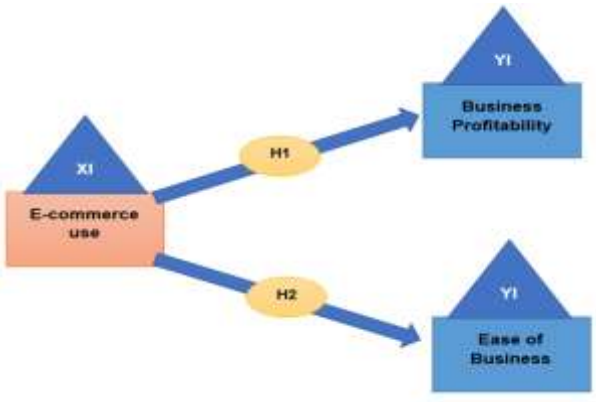


Figure 1. Conceptual Framework

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CONCLUSION

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

The use of Bukalapak by business actors has a positive effect on the amount of profit obtained in a given period of time. The use of Bukalapak by business actors strengthens consumer convenience in obtaining the desired product. 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 falling behind competitors who have previously used the Bukalapak system, business actors must understand and be able to apply the electronic sales system or Bukalapak

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