

**BUSINESS PROCESS ANALYSIS WITH SERVICE BLUE-PRINT AND DESIGN
THINKING METHOD USING PROCESS SIMULATION (STUDY CASE: SHOPEE
INDONESIA)**

AN UNDERGRADUATE THESIS

**Proposed as One of The Requirements to Obtain a Bachelor's Degree in Industrial
Engineering Department, Faculty of Industrial Technology**



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YOGYAKARTA

2021

Authenticity Declaration Sheet

I hereby acknowledge that this work is my own work, except that I have explained the sources of each of the summaries and quotations. If later it turns out that my confession is not true and violates the legal regulations in writing and intellectual property, then I am willing to accept the certificate that I have received to be withdrawn by the Universitas Islam Indonesia.

Yogyakarta, February 2022



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I dedicate this research mainly to myself and the public so that it becomes useful knowledge in the future. I do not forget to thank my parents, siblings, and friends for always supporting me in completing this research.

MOTTO

“The seeking of knowledge is obligatory for every Muslim.”

-Al-Tirmidhi, 74-

“Education is the most powerful weapon which you can use to change the world.”

-Nelson Mandela-

Preface

Assalamualaikum wr.wb.

I would like to express my gratitude to Allah SWT for the opportunity of me to finish this Undergraduate thesis titled “Business Process Analysis with Service Blueprint and Design Thinking Method Using Process Simulation (Study Case: Shopee Indonesia).”

This Final Project of Undergraduate Thesis report is a requirement to obtain a bachelor’s degree in Industrial Engineering, Faculty of Industrial Technology of Universitas Islam Indonesia. The Final Projects is carried out with the aim of training students’ abilities in designing, repairing, and installing integral systems with knowledge and understanding of Industrial Engineering.

The writer hopes with this report, the audience and the writer itself could gain knowledge and experience in conducting and writing a research paper. Therefore, the writer does not forget to thank some individuals who supported and guided the writer in the process of writing this Undergraduate thesis report are mentioned as follows:

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Yogyakarta, June 8, 2022

A handwritten signature in black ink, appearing to be 'Raja Irfana', written in a cursive style.

Raja Irfana

Abstract

This undergraduate thesis report discusses *“The Business Process Analysis with Service Blueprint and Design Thinking Method Using Process Simulation.”* This study case was conducted based on the data from a questionnaire about customer experience on shopping from Shopee Indonesia using the Cash On Delivery (COD) payment method. The research aims to determine the possible reasons of Cash On Delivery problems on Shopee Indonesia since a lot of cases occurred in society on how the product is now matched with the customer order description. The method used in this research is Design Thinking , in which the researcher uses Empathize stage as Service Blueprints where the researcher collected data from seller and user perspectives, Define stage as Business Process Model and Notation possible failure, Ideate Stage as Business Process Model and Notation Design, and Testing stage as Business Process Model and Notation Simulation using simulation software (Visual Paradigm). The result of this research is shown based on the researcher analysis and Business Process Model and Notation result that was tested using Visual Paradigm. The result shows that the aspect of Seller and Logistic Providers services provided by third party is the main reason why the issues are occurred in the Business process in Shopee. The researcher believes that the user is also involved in the aspects where the product delivered is unsuitable with the product ordered by the customer. The Internet connection, Complex Shopee Interface, and misunderstanding about the payment method provided by Shopee based on customer perspectives could emerge as some of the reasons the issues exist.

Keywords: BPMN, Service Blueprint, Design Thinking, Shopee, Process Simulation, Cash On Delivery

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CHAPTER I

INTRODUCTION

1.1 Study Background

The Industrial Revolution was a life change in the way how people's life and work processes change in a lot of aspects of life. In the other way, the growth of information technology can be applied as integration in digital life. With the rapid growth of Information technology, artificial intelligence was invented, where computer technology is a discipline knowledge to adopt the expert knowledge to be in software and application based on technology, and it creates information technology and production process that can be controlled automatically. Currently, digital technology in the industrial revolution 4.0 impacts people's lives throughout Indonesia. In industrial revolution 4.0, all processes are done with an automated system, where the development of internet technology is growing not only connecting people all over the world but also a basis for the process of sales, trade, such as e-commerce, and transportation transaction online (Hamdan, 2018).

In Indonesia, e-commerce grows rapidly, especially over the last 4 years. The growth of e-commerce in Indonesia was raised to 500 percent. The improvement of e-commerce in Indonesia can be proven by the research that was conducted by Google and included in the report of "e-Conomy SEA 2018," which shows that the transactions of e-commerce in Indonesia reached US\$ 27 trillion or IDR 391 trillion in Indonesia currency (Rahayu, 2019).

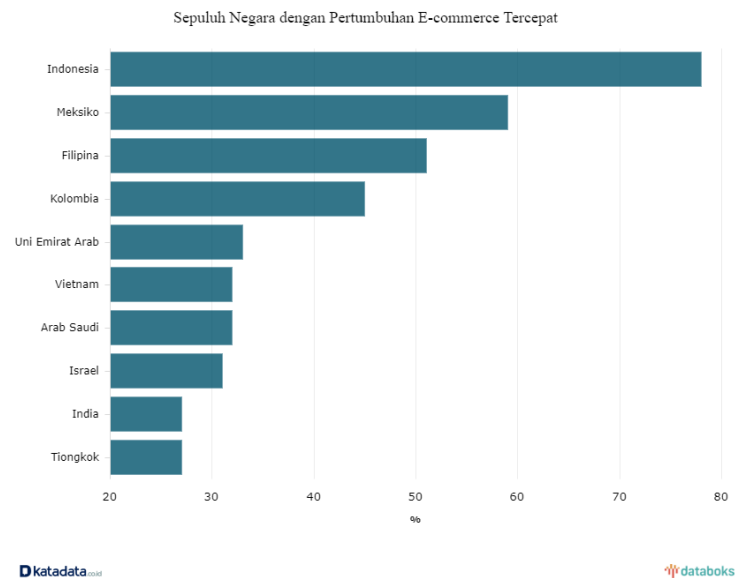


Figure 1.1 10th Country with the Fastest E-commerce Growth in 2018

On the other side, the Director of Informatic Empowerment, Directorate General of Informatic application *Kementrian Kominfo (Kemenkominfo)*, Septriana Tangkary stated that the e-commerce growth in Indonesia in 2018 reached 78 percent. This number is the highest in the world. Indonesia was included in the top 10 for fastest growing e-commerce in the first place. Meanwhile, Mexico came in second place in number as the fastest-growing e-commerce that reached 59 percent (Zuraya, 2019).

Shopee itself is Asia's leading e-commerce platform in Southeast Asia and Taiwan. Shopee was first launched in Singapore in 2015 and has expanded its platform to Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and Philippine. As part of the Sea Group, one of southeast Asia's largest group of internet companies, Shopee is showing good development in the ASEAN market, including in Indonesia. Based on Iprice.co.id Shopee ranked first as an online shopping app downloaded on the AppStore and PlayStore.

According to a report from Handhika Jahja, the Director of Shopee Indonesia, the average Shopee platform user spends US\$ 17 or IDR. 240.000 – IDR. 300.000 per transaction in the first quarter of 2019. This number was extracted from Gross Merchandise Value (GMV), or overall value volume, which is divided by the number of orders during the first quarter of 2019. Regionally the revenue from the transaction in Shopee reached US\$ 3.5 Billion. Indonesia contributed 40% of 203 million product orders in the first quarter of 2019.

Furthermore, Shopee recorded an increase in sales of 70%-80% at IDR. 50.23 trillion or GMV is equivalent to US\$ 3.5 billion compared to the same period last year. For information, GMV Shopee in the first quarter of 2018 amounted to US\$ 1.98 billion, while the second quarter was US\$ 2.2 billion, and the third quarter was US\$ 2.7 billion. The number of active buyers Shopee recorded 49.9 million people in 2018, an increase of 130% annually from 2017, which amounted to 21.7 million active buyers.

From its rising sales and active buyers on Shopee e-commerce, it shows that Shopee has a very complex business process in which Shopee can gain a lot of profits from online sales in a very short time. E-commerce business provides a variety of conveniences and all completeness offered; online shopping sites are indeed a magnet for buyers. Shopee provides uniqueness and advantages of shopping already felt by the buyer. In terms of products, Shopee provides a wide variety of products that consumers need. Shopee's uniqueness is because Shopee can group their products based on their category using the hashtag. The use of hashtags is very useful to make it easier for buyers to search for specific items they want to buy.

In addition to products and prices, other marketing factors that can stimulate purchasing decisions are distribution channels. According to Fandy Tjiptono, a senior lecturer School of Business Monash University Malaysia, Distribution can be interpreted as marketing activities that seek to facilitate the delivery of goods and services from manufacturers to consumers to that their use is in accordance with the necessary (type, quantity, price, place and time required). Shopee App is an online shopping platform that focuses more on mobile platforms so that people can easily find, shop, and sell directly on their phones only. In a study, one of the visible behaviours was that 41.6% of respondents accesses four e-commerce platforms in the last three months and smartphones became the most popular gadget in e-commerce by 91.3%.

Shopee also offers delivery services that can be selected, such as JNE, JNT, Go-Send, Express Post, and also send services from abroad. Each delivery offers different prices so consumers can choose the delivery service based on their budget. Shopee also provides convenience in the payment process by cooperating with Indomaret and Alfamart. Through this collaboration, Shopee provides convenience for people who do not have a Bank account or credit card to pay for Shopee transactions. One of Shopee's advantages over another e-commerce feature is that Shopee has presented a live chat feature. Through

this feature, buyers can interact directly with the seller. It aims to facilitate the negotiation process of goods to be purchased.

Shopee itself presents unique advertisements, resulting in Shopee's success becoming one of the Top of Mind in the eyes of consumers. E-commerce. It can be seen in a survey conducted by MarkPlus, inc. in October 2018 to 1200 respondents in six cities in Indonesia. In addition, the idea of Shopee advertisements was chosen by respondents as the advertisement idea for online-offline, and it will be chosen by the most creative among the players.

Ads are still considered the most effective way to inform products and services and affect the target market. Through advertising, manufacturers can convey all information about the advantages of the product and the advantages of the product. Advertising has become a hope for most manufacturers who want to brand their products in the market.

In addition to promoting through advertising media, Shopee also offers lots of promos. One of the advantages is to avoid the boredom of buyers to shop at Shopee because it offers free shipping facilities. The buyers are satisfied by the service of Shopee because Shopee gives its buyers free shipping service. Shopee also held a flash sale program three times a day. There are still many Shopee promotions for instance, Shopee Cashback, and *Goyang* Shopee.

These days, e-commerce has some potential that they will be facing some obstacles in their business process, especially in some aspects that are essential. The aspects that could have the potential to be challenges for e-commerce like Shopee are mentioned as follows:

1. Logistics

Indonesian geography, which is formed from islands, must have limited access to deliver the goods to each island, affecting its price. For instance, the farther the island is, the more expensive the price to deliver the goods. In addition, in terms of logistics service providers, the existence of shipping and logistics companies has not been distributed in various regions. As a result, delivery service is still concentrated in big cities, making it difficult to send a package to an area that is not yet reached by the company.

2. Consumers

Online shopping is not something new for Indonesians who live in big cities. Some people who live in small areas or villages that are still not reached by the internet

have not been able to access and do online shopping on e-commerce. The customer trust issue in e-commerce business is still a problem among some e-commerce users. Many consumers still do not trust e-commerce sites. Apart from the security of online shopping, they do not trust, but also the merchant. Most consumers fear being scammed mainly because of the lack of credibility or reputation provided by the e-commerce market, which only makes things worse.

3. Seller/Merchant

Some people may think that laws or regulations of business can be obstacles for merchant business to achieve maximum profit. The lack of understanding the idea of businessmen in e-commerce business regarding the establishment of its seller/merchant, regulations and privacy, digital agreement, customer protection, data system, and investor system in a digital start-up will become some obstacle in improving work performance.

The online shopping platform can be a safe place for people to shop. On online shopping platforms, people could find any goods they need, such as electronics, beauty, clothing, etc. online shopping platform also could be a disaster for seller or buyer itself. From the research of “*Badan Pusat Statistik*” published by *katadata.id*, there are 73,04% of payments used through e-commerce by the buyer with Cash on Delivery payment method in 2019. One of the issues happened to the seller and courier on 2nd May 2021, a man threatened a courier because the product ordered was empty, and the buyer felt tricked by the seller and courier and refused to pay the Cash on Delivery services (Megapolitan, Kompas.com, 26th May 2021). Another case happened on 4th of May 2021, A man pointed a gun to the courier because the flip-flops that buyer ordered did not match the size that the customer claimed. This case took place in *Gunung mulya, Kecamatan tenjolaya, Bogor*.

Based on the issues that occurred in e-commerce, for instance, Shopee Cash on Delivery, the researcher is planning to conduct a business process simulation to find out various reasons and possible failures that might occur during the Business Process. The result of this Business Process analysis will be a Service Blueprint, Design thinking, and Simulation result with Visual Paradigm software. From the result of those three methods, the researcher will come out with an analysis of how any failure possibility might occur and the solution to those issues.

1.2 Problem Formulation

Based on the background that tells the problem that has been presented previously, the formulation of problems that will be a focus of this research are mentioned as follows:

1. How can the business process of Shopee Cash on Delivery (COD) be mapped into a standardized process model?
2. Is process simulation of Shopee's business process can be used to provide better information for Shopee's business process?
3. How can the Service blueprint diagram be utilized to improve the service design of Shopee?

1.3 Research Purposes

The research purposes that the researcher wants to accomplish in this research are mentioned as follows:

1. To know how the business process of Shopee Cash on Delivery (COD) can be mapped into a standardized process model.
2. To know the business process of Shopee's simulation process result can be used to provide better information for Shopee's business process.
3. To know how Service blueprint diagrams can improve the service design of Shopee.

1.4 Problem Limitation

The limitations discussed in this research are mentioned as follows:

1. The research is done at Shopee headquarter in Yogyakarta
2. The research was started in March and ended in May 2021
3. The research is only focused on Business Process testing and simulation of Shopee Indonesia's business process

1.5 Research Benefits

The benefits that can be obtained from this research study are mentioned as follows:

- A. For the e-commerce "Shopee"

1. For the e-commerce, the result of this research study can be evaluation material for the business process in the future so that the enterprise can improve its business and performance
2. To show the enterprise their business process simulation result
3. To give a perspective on how to run and design a business process for the enterprise

B. For Researcher

The researcher can gain so much knowledge on how e-commerce runs their business by analyzing its business process and testing it out by doing simulation tests, and the researcher hopefully would be able to design or redesign its business process.

CHAPTER II

LITERATURE REVIEW

2.1 Inductive Studies

Inductive is a way of thinking in which a general conclusion is drawn from various individuals (Suriasumantri, 2001). Inductive studies explain previous research related to the topic of research that will be done now. The goal is to make previous research a reference in the development of methods and problems in the current research. It is necessary to conduct a literature review of previous research to find the differences with the current one. The previous research reviews are:

Berlian Maulidya Izzati (2019) conducted a research about “*Perancangan IT Blueprint Menggunakan TOGAF ADM untuk Mendukung Transformasi Digital Pada UMKM*”. Based on the results of research that has been done, it can be concluded that the design of enterprise architecture in UMKM Regional Typical Food Results can be done by using the APPROACH TOGAF ADM consisting of the preliminary phase, Architecture Vision, Business Architecture, Information System Architecture, up to Technology Architecture. In each phase of the design, the artifacts form a matrix, catalog, and diagram, which is described in the previous section. In existing business processes in UMKM, there is a need for improvement and the addition of business processes to improve the productivity performance of UMKM. In addition, existing data conditions in UMKM tend to be irregular, and improvements are required with database creation. Therefore, it is necessary to have target applications and technologies to support digital transformation in UMKM.

Rafsandjani (2018) conducted research about “Analysing The Effect of Trust and Perceived Value on Purchase Intention”. The result of this research study stated that Shopee is a company that can be said to have met the needs of consumers, especially the needs of the cheapest start with the most expensive. Sell to buy even developed by Shopee was run. The legality aspect and transparency also felt very good. For example, when today comes a new product, where people get crazy about the use of new and branded products. But over time, people may be tired of using baruk products. They will think to no longer use the product, just use a cheap product and clear its existence, but the quality remains good. Their mindset needs to be changed. Their lifestyle and personality can also change. So this Shopee company should be able to face the challenges that definitely come up in the future to come.

The Shopee company must be able to perform various ways to be able to maintain existence and provide new breakthrough features.

Nisafani et al. (2017) conducted research about “Analysing the Effectiveness of Public e-Marketplaces for selling Apparel Products in Indonesia”. The result of this research study stated that traffic flow of public e-marketplace has a role in increasing sales volume, sales amount, and sales variance. This assumption is supported by the data that shows that Tokopedia, as a public e-marketplace with the highest traffic rank, outperforms other lower ranks, i.e., Bukalapak and Shopee. The performance of Tokopedia has a significant difference compared to others. Even though Tokopedia exhibits excellent performance as a public e-marketplace, Bukalapak as the second-highest traffic rank in Indonesia, they do not achieve exceptional selling in all measurement variables compared to Shopee, which is positioned as the lowest rank. In addition, the gap between those two is significantly difference. This contradiction may exist due to some of the following reasons. First, since apparel products have small value compared to other products such as electronics, the incurred shipping cost becomes one of the customer considerations for buying. While Bukalapak only provides free shipping to certain areas, Shopee offers free shipping in many areas in Indonesia. The second reason is that Tokopedia and Shopee are doing massive advertising in media, both online and offline. With these massive ads, customers become aware of these two public e-marketplaces. Since Shopee is a newcomer as a public e-marketplace in Indonesia compared to Tokopedia and Bukalapak, the traffic of the former e-marketplace is far below those of the latter. Lastly, despite the massive ads, the traffic of Shopee does not improve significantly due to its popularity. As we stated in the first reason, apparel products have a lower value compared to other products. Customers are unlikely to buy high-value items in no-name e-marketplace. Hence, for apparel products, Shopee performs better than Bukalapak; otherwise, Bukalapak outperforms Shopee. However, the last reason needs further research to justify its correctness.

Putri et al. (2019) conducted research on the “Design of E-commerce Competency Improvement Program for Batik SMEs in Surakarta”. In this study, the researcher has identified 29 e-commerce competencies with four competencies that are not used because the SMEs have implemented it. According to the correlation analysis, seventeen e-commerce competencies have a significant influence on the value of e-commerce sales. Therefore, this competency is used to plan an e-commerce competency improvement program for Batik SMEs in Surakarta. The plan is only in the form of competency with

learning sequence according to the e-commerce business process. Therefore, it is necessary to organize an e-commerce competency improvement curriculum. It is a duty for the government and community of Batik SMEsso that the e-commerce competency improvement can be implemented.

Yunita Engriani et al. (2019) conducted a study about “ The Effect of Perceived Benefit, Electronic Word of Mouth and Perceived Web Quality on Online Shopping Attitude in Shopee With Trust as an Intervening Variable”. Based on the results of this study about the effect of Perceived benefits, Electronic word of mouth and perceived web quality on online shopping attitudes in Shopee with trust as an intervening variable, it can be concluded with the following description: (1) Perceived benefits have no significant effect on trust in Shopee in the people of Padang City. (2) There is a positive relationship between Electronic word of mouth with trust in Shopee in Padang City community. Reviews and recommendations from previous consumers are important factors in gaining consumer confidence. (3) There is a positive relationship between Perceived web quality and trust in Shopee's online shop in the people of Padang City. The Shopee website can quickly get added-value to consumers and also helps consumers in accessing anything they want at Shopee's online shop. (4) There is a positive relationship between Trust with Attitudes toward online shopping at Shopee online shop in the city of Padang. With the belief that there is a pleasure for consumers to shop at Shopee and believe that shopping at Shopee is a good idea.

Ursula Florene wrote the article entitled “As courier abuses go viral in Indonesia, should e-commerce platforms eliminate cash on delivery?”. COD is currently offered by the top e-commerce platforms in the country. Especially Shopee, unbanked users, in particular, utilize this option to purchase items and pay cash when orders reach their doors. For e-commerce platforms, offering this checkout method means extending their scope to serve potentially all Indonesians with access to the internet-about 73.7% of the population as of January 2021, according to *DataReportal.com*. A 2019 study by JPMorgan found that cash makes up 14% of all Indonesian e-commerce payments, with COD as a common option. The study, however, predicts this method to decline by the end of 2021 to about 6% of e-commerce transactions. Since mid-May, COD became a hot topic among Indonesian netizens as videos of problematic cases-where delivery couriers were the aggrieved parties-circulated on social media platforms. One man even wielded a katana, a single-edged Japanese sword, to threaten a courier after receiving an empty box instead of the watch he ordered online.

According to local media reports, the man told police officers that he didn't plan to inflict harm and "just wanted his money back." Still, the courier was traumatized by his action.

Table 2.1 Overview Journal

No	Tittle	Methods	Result
1	Perancangan IT Blueprint Menggunakan TOGAF ADM untuk Mendukung Transformasi Digital pada UMKM	Environment, IS research and Knowledge base, Preliminary Phase, Architecture Vision, Business Architecture, Information System, and Service Blueprint	The design of enterprise architecture in UMKM Regional Typical Food Results can be done by using the APPROACH TOGAF ADM consisting of the preliminary phase, Architecture Vision, Business Architecture, Information System Architecture, up to Technology Architecture. In each phase of the design, the artifacts form a matrix, catalog, and diagram, which is described in the previous section. In existing business processes in UMKM, there is a need for improvement and the addition of business processes to improve the productivity performance of UMKM. In addition, existing data conditions in UMKM tend to be irregular, and improvements are required with

No	Tittle	Methods	Result
			database creation. Therefore, it is necessary to have target applications and technologies to support digital transformation in UMKM.
2	Analysing The Effect of Trust and Perceived Value on Purchase Intention. (Case Study of Shopee)	Research Design, Population and Sample, Data Collection, Operational Definition and Measurement, Data Analysis, and Multiple Regression Test.	Shopee is a company that can be said to have met the needs of consumers, especially the needs of the cheapest start with the most expensive. Sell to buy even developed by Shopee was run. The legality aspect and transparency also felt very good. For example, when today comes a new product, where people get crazy about the use of new and branded products. But over time, people may be tired of using baruk products. They will think to no longer use the product, just use a cheap product and clear its existence, but the quality remains good.
3	Design of E-commerce Competency Improvement Program for Batik SMEs in Surakarta.	Identify suitable measurement variables for aa e-marketplaces, descriptive statistics, and ANOVA.	The traffic flow of public e-marketplace has a role in increasing sales volume, sales amount, and sales variance. This

No	Tittle	Methods	Result
			assumption is supported by the data that shows that Tokopedia, as a public e-marketplace with the highest traffic rank, outperforms other lower ranks, i.e., Bukalapak and Shopee.
4	Design of E-commerce Competency Improvement Program for Batik SMEs in Surakarta	In this study, the identification of competencies used a functional approach from e-marketplace and social commerce business processes. The identification results are validated by SMEs who have used e-commerce. The questionnaire was used to collect the validation data, which measures the important rate of e-commerce competency. The questionnaire result is calculated using the natural cut-off point method.	The researchers identified 29 e-commerce competencies with four competencies that are not used in the next stage because the SMEs have implemented them. According to the correlation analysis, seventeen e-commerce competencies have a significant influence on the value of e-commerce sales. Therefore, this competency is used to plan an e-commerce competency improvement program for Batik SMEs in Surakarta. The plan is only in the form of competency with learning sequence according to e-commerce business process. Therefore, it is necessary to organize an e-

No	Tittle	Methods	Result
			commerce competency improvement curriculum. It is a duty for the government and community of Batik SMEs, so the e-commerce competency improvement can be implemented
5	The Effect of Perceived Benefit, Electronic Word of Mouth, and Perceived Web Quality on Online Shopping Attitude in Shopee With Trust as an Intervening Variable	This research was conducted in Padang City on Shopee's online customer shop. Based on the problems that have been raised, this research can be classified into the type of causative. The research was conducted by distributing research questionnaires with a Likert scale related to the variables studied.	(1) Perceived benefits have no significant effect on trust in Shopee in the people of Padang City. (2) There is a positive relationship between Electronic word of mouth with trust in Shopee in Padang City community. Reviews and recommendations from previous consumers are important factors in gaining consumer confidence. (3) There is a positive relationship between Perceived web quality and trust in Shopee's online shop in the people of Padang City. In accessing the Shopee website, the consumers quickly get added value, and also helps consumers in accessing anything they want at Shopee's online

No	Tittle	Methods	Result
			shop. (4) There is a positive relationship between Trust with Attitudes toward online shopping at Shopee online shop in the city of Padang. With the belief that there is a pleasure for consumers to shop at Shopee and believe that shopping at Shopee is a good idea.
6	As Courier Abuses Go Viral in Indonesia, should e-commerce Platforms Eliminate Cash on Delivery	The Methods that are used in this research are events analysis and interviews.	In response to KrASIA, Shopee did not indicate plans to change how it presents COD options for its buyers and sellers. The company already had an in-app microsite that shows COD-supported products and offers, along with a step-by-step guide for using the payment method. But Shopee encourages users to adopt digital payment services, especially its own e-wallet, ShopeePay.

Table 1. shows all of the Research Paper reviews that are used in the inductive studies. There are 5 international research papers within 4 years from now, starting from 2017 till 2019. These 5 research papers contribute to the writer's research paper on the analysis of how the business process in e-commerce is doing and the service blueprint in those 5 papers. In those 5 papers, The simulation processes were not conducted. Therefore, the researcher in this

paper is planning to conduct one and hoping to see new results that can be written as business process analysis with process simulation on Shopee Indonesia.

2.2 Deductive Studies

Deductive Study is the opposite thinking activity of inductive studies. Deductive is a way of thinking in which a general statement is withdrawn to a conclusion (Suriasumantri, 2001). In this Deductive Studies, The researcher is going to explain about E-commerce, Business Process, Service Blueprint, and Process Simulation based on literature references. These theories above later on will be a support for the researcher to conduct this research paper. Here is general statements regarding the theory used in this research:

2.2.1 E-Commerce

E-commerce is defined as the process of purchase, sales, transfer, or product exchange, service, or information in a computer network through the internet (Kozinets et al.,2010). by considering some traditional forms of business process and social life from the internet, the business strategy could be done and succeed correctly. In the end, the output of this idea could produce an increase in customers, brand identity, and revenue. The purchasing decision from the customer is influenced by the perception, motivation, learning, act, and beliefs. Perception is defined by how the customer chooses, sets, and interprets the information to build knowledge.

As we all know, the internet and e-commerce are entirely committed to every developed country. But we think it can be accomplished and can make a remarkable benefit to developing countries also if an idea business purpose can be made (Ohidujjaman,2013). Clearly discussed that E-commerce is a revolution and turning point in online business practices and can make a huge contribution to the economy, and Hasan et al. [5] also indicated that currently, e-commerce organizations have increasingly become a fundamental component of business strategy and a strong catalyst for economic development. A huge amount of research has been done on e-commerce which is basically on online shopping. A large group of researchers has found out and also pointed out the necessity and possibilities of online shopping. On the other hand, limitations of e-commerce are found and at the same time, they provided essential suggestions and came to a prediction to make online shopping more useful for the consumers. But the contribution of traditional marketing is also inescapable but compared to online shopping

more useful for the consumers. Yet, the contribution of traditional marketing is also inescapable compared to online shopping; it is less effective (Hasan, 2010).

2.2.1.1 E-commerce Advantages

- 1) *Comfort*: if we need any household commodities or even anything, we can get it by sitting at home with the click of our finger on the internet.
- 2) *Time-Saving*: By using e-commerce sites, there is no chance of wasting time. And with the help of online order, the necessary product will be delivered to the designated address.
- 3) *Options*: without visiting outside from one store to another, the consumer can simply compare goods, products, or commodities. We can see who offer a low price for standard & branded goods and can have more option to choose from the websites.
- 4) *Easy to compare*: When the marketers place their products on the website, they make a lucrative description of these products to compare them with other products, to let the consumers know that they have the best option and come back for more.
- 5) *Coupons and deals*: Some online business companies make offers that we can't refuse. Some major sites sometimes offer up to 80% of discount.
- 6) *24/7, 365 days*: if it's a holiday or rainy or sunny, or the road is blocked for any reason, the businessman should not be worried for his business because the door of this market is always open & the profit will go up every day.

2.2.1.2 E-commerce Disadvantages

- 1) *Privacy and Security*: Before making a transaction, we should be sure and check the website's security analog and the quality services are comparatively poor.
- 2) *Lack of transaction security*: Legality should be maintained by conducting a new method of transaction instead of the existing banking system in e-commerce such as electronic signature (Jayshree, 2013)

2.2.2 Business Process

Business processes are the central building blocks of the relationship between individuals, organizations/functions, and industries (Malone,2003). Because of their focus on how

work is done, business processes are now at the core of IT-enabled business transformation (Barua,2004) and are especially important in the implementation of e-commerce. In fact, several definitions of the term e-commerce incorporate business processes and essentially focus on the application of internet technologies along the entire value chain of business processes (Wigand,1997).

According to Hammer (2010), the Business Process Management discipline is characterized by the two developmental paths:

1. *Process Improvement*: Earlier studies in the field focused on the analysis of existing business processes aimed at continuous or incremental process improvement. Examples of this approach were total Quality Management (Juran 1988; Crosby 1979), Lean Management (Womack, Jones 2003), and Kaizen (Imai 1986). Basic principles were provided by Deming, for example, in his studies on statistical process control, conducted a systematic analysis of processes by means of both quantitative and qualitative criteria (Deming,1986).
2. *Process Reengineering*: Hammer and Champy (1993) presented an approach that fundamentally questioned existing business processes and demanded the radical redesign of extant processes. To that end, processes were re-designed from an end-to-end perspective in the light of organizational goals, particularly capitalizing on the potential of information technology (it) as a major driver for innovation (Davenport,1993).

According to Hammer and Champy, a process is “a set of activities that together produce a value to a customer” (Hammer, Champy,1993). process orientation is deeply rooted in (a) a focus on customers and (b) thinking in activities. In engineering processes, further details are considered in order to analyze processes such as the “self-contained, temporal and logical order of those activities”(Becker, Khan,2011), as well as the characteristic of business processes to “realize an organizational objective or policy goal” within a given “set of conditions” (Van der Aalst,2002).

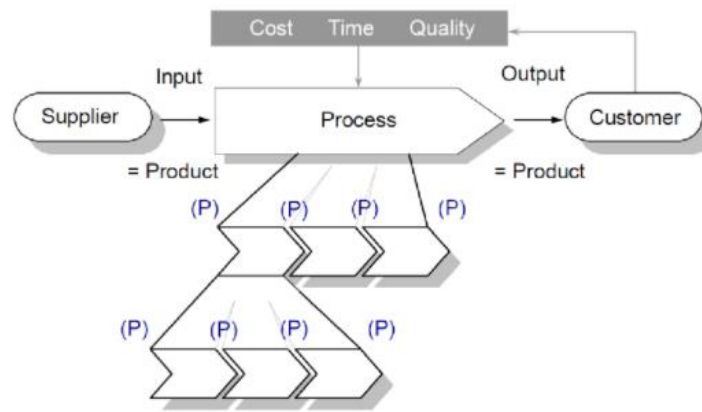


Figure 2.1 The Pattern of Process-Thinking

Processes are supposed to create value. They transform inputs received from suppliers into outputs of (added) value to customers (see figure 2): a pattern that has been applied to various units of analysis, both vertically inside an organization (analyzing internal customer-supplier-relationship) and horizontally across organizational boundaries (analyzing supply chain and network relations). Given the focus on value creation, processes have proven a suitable lens to integrate different perspectives on business, for instance, in order to support IT-business alignment (Henderson, Venkatraman,1993). In general, in-process thinking supports the design of socio-technical systems by helping to integrate tasks-, technology-, people, and structure-related decisions (Bostrom, Heinen 1977).

Research has shown that in order to successfully implement Business Process Management, it takes a variety of contributions. These factors are described in the Maturity model (Fraser et al., 2002). That identifies specific capability areas that are relevant to implementing Business Process Management. For instance, propose a model that can be used to assess an organization's business process management maturity (see Figure 3.)

Strategic Alignment	Governance	Methods	Information Technology	People	Culture	Factors
Process Improvement Planning	Process Management Decision Making	Process Design & Modelling	Process Design & Modelling	Process Skills & Expertise	Responsiveness to Process Change	Capability Areas
Strategy & Process Capability Linkage	Process Roles and Responsibilities	Process Implementation & Execution	Process Implementation & Execution	Process Management Knowledge	Process Values & Beliefs	
Enterprise Process Architecture	Process Metrics & Performance Linkage	Process Monitoring & Control	Process Monitoring & Control	Process Education	Process Attitudes & Behaviors	
Process Measures	Process Related Standards	Process Improvement & Innovation	Process Improvement & Innovation	Process Collaboration	Leadership Attention to Process	
Process Customers & Stakeholders	Process Management Compliance	Process Program & Project Management	Process Program & Project Management	Process Management Leaders	Process Management Social Networks	

Figure 2.2 The BPM Maturity Model

The model distinguishes six capability areas:

- 1) **Strategic Alignment:** BPM needs to contribute to the superordinate, strategic goals of the organization. Related capabilities include the assessment of both processes and process management initiatives according to their fit with the overall corporate strategy.
- 2) **Governance:** BPM needs to be implemented in the organizational structure. Related capabilities include the assignment of various relevant BPM-related tasks to stakeholders and applying the specific principles and rules to define the required responsibilities and controls along the entire business process lifecycle.
- 3) **Methods:** BPM needs to be supported by methods for process design, analysis, implementation, execution, and monitoring. Related capabilities include selecting relevant BPM methods, tools, and techniques as well as adapting and combining them according to the specific requirements of the organization.
- 4) **Information Technology:** BPM needs to utilize technology, particularly process-aware information systems (PAIS), as the basis for process design and implementation. Related capabilities include the ability to select, implement, and successfully use relevant PAIS solutions covering, for example, workflow management, adaptive case management, or process mining solutions.
- 5) **People:** BPM needs to consider the employees' qualifications in the discipline of business process management as well as expertise with relevant business processes-related capabilities ,including an assessment of the human resources

impact of specific BPM-related initiatives as well as programs facilitating the development of process-related skills throughout the organization.

- 6) Culture: BPM needs a common value system supportive of process improvement and innovation. Related capabilities include the ability to assess the organizational culture according to relevant values as well as the ability to derive measures to further develop these values accordingly.

2.2.3 Service Blue-print

A service blueprint such as a diagram that depicts all the related parties participates in the service delivery process (Shostack. L, 1984). Blueprinting is a key tool used to design new services or to redesign existing ones, and it specifies in some details how the service process should be constructed. To enrich service innovation and service development service blueprint must be customer-centric (Shostack.G.L, 1987). According to Lovelock & Wirtz (2007), service processes such as an instrument of service, which depicts the way, and the sequence of an operating system to create the value proposition that has been promised to customers (Lovelock and Wirtz, 2011). Since the service process is mostly intangible in nature, it is tough to visualize. Lovelock and Wirtz (2007) also stated two important things to develop a Blueprint. First, we need to focus on all the key points involved in creating and delivering the service. Second, we need to specify the linkages between these points. The best way is to keep these activities relatively aggregated in order to define the “big picture”. Afterward, it might be possible to refine the given activities by “drilling down” to reach higher levels of detail (Lovelock and Wirtz, 2011).

The most important characteristics of service Blueprinting (Lovelock & Wirtz,2007) are:

- a) It differentiates between what customers experience “front stage” and the activities of employees and support processes “backstage”, where the customers cannot see them.
- b) It clarifies the interactions between customers and employees and how backstage activities and systems support these interactions.
- c) It gives managers the opportunity to identify potential failure points in the process, where there is a significant risk that things can go wrong and affect the quality of the service.

2.2.3.1 Components of Service Blueprints

The service Blueprinting procedure is appropriate for existing service. By illustrating and analyzing the current status of the service process, it is possible to see areas of improvement within the service sequence. Creating visual representations aid process improvement by showing the flow and highlighting potential points for incremental adjustment (Hossain M.Z, 2017).

2.2.3.2 Components of Service

Lovelock and Wirtz presented the key elements of the Blueprint by an example of a restaurant experience from a customer's viewpoint. From the demonstrated blueprint in their book, we can find the following major components for a blueprint design (Morgan, F.N 2008).

- a) Customer Actions: all of the actions that customers participate in the service delivery process.
- b) Onstage/visible Contact Employee Actions: face-to-face interaction between the customers and employees.
- c) Backstage/Invisible Contact Employee Actions: All the actions that are conducted by employees but invisible to customers.
- d) Support Processes: All the tangibles that customers are exposed to that can influence their quality perceptions.
- e) Physical Evidence: Finally, for each customer action and every moment of truth, the physical evidence that customers come in contact with is described at the very top of the blueprint.

2.2.4 Process Simulation

Simulation modeling is a practical tool that can be used by those companies to generate data and simulations to be used for better and faster decision-making and forecasts of their business models and approaches. The simulation also makes the task of “what-if” analysis very easy as most simulation software equipped with the scenario from managers which are designed for the purposes of “what-if” analysis and can be run with minimal programming involved. “What-if” analysis includes the ability to show how a system would behave under varying input parameters and/or constraints (Kelton D, 2002).

The objective of performing business process modeling is to facilitate the communication with stakeholders to perform cost and benefit analysis and to perform process

improvement, etc. Simulation is a set of value-added tools designed to aid business process modeling. With the BPMN simulation tool, we can simulate the execution of business processes for studying the resource consumption (e.g., human resources, devices, etc.) throughout a process, identifying bottlenecks, and quantifying the differences between improvement options which helps study and execute process improvements.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Object

This research paper aims to conduct a business process analysis on Shopee Indonesia. In this research, the business process will be mapped into a standardized process model to know the business process of Shopee's simulation result and later on can be used to provide better information for Shopee's business process. In order to know the business process can be mapped into a process model and to know the simulation result, the researcher uses the method of service blueprint and design thinking method. At the end of this business process, after the researcher makes the service blueprint and design thinking method for Shopee, the researcher is trying to conduct a process simulation with simulation software to know if the business process can improve the service activity for Shopee.

3.2 Population and Sample

The population in this research is the user of Shopee marketplace in Indonesia. The total the population is unknown. Therefore, this research will use the sample of Shopee Indonesia marketplace by giving out some questions in a questionnaire to find out the customer satisfaction using Shopee website/application as their marketplace to shop. In this research, the data will be collected by employing interviews and questionnaires. The respondents for the interview involving 3 people, and for the questionnaire, the researcher aims to get 50 respondents.

3.3 Research Flow

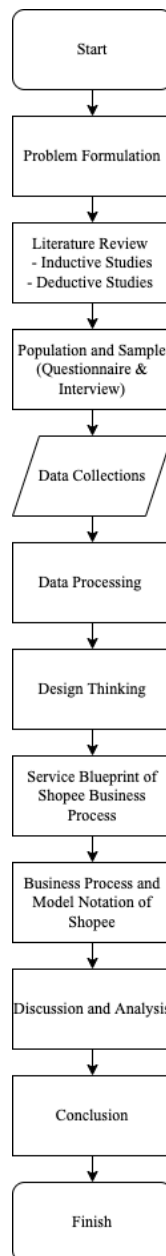


Figure 3.1 Research Flow

The explanation of the Picture 3.1 Research Flow is written as follows:

1. Problem Identification

The next step is to formulate the problem or research topic that will be carried out and then determine the formulation of the problem that will be the object of this research.

2. Literature Studies

After identifying the research topic and knowing the purpose of the research, the researcher needs to strengthen theories related to the research topic in strengthening

the analysis by collecting relevant literature significantly so that it can be further explored based on scientific studies.

3. E-commerce Business Process Data Collection

Data collection is the process of gathering and measuring information on variables of interest in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes.

4. Data Recapitulation

In this step, the data that are collected by conducting interviews and questionnaires will be summarized and will be listed to be put into the next process. The next process is the researcher will make a transcript from the interview because the interview was documented with a video from the Zoom meeting, and for the questionnaire, the researcher will give the result based on the responses from the respondents.

5. Business Process Mapping

Business Process Mapping is a technique inside business process management (BPM) to visually depict process steps and show how a process should function from start to finish. With this technique, business processes are laid out visually so every stakeholder in the organization can understand and adhere to the proper functioning. In this research, the business process mapping uses charts, flowcharts, and symbols.

6. Service Blue-Print Design

The service blueprint is a technique originally used for service design but has also found applications in diagnosing problems with operational efficiency. The service blueprint is an applied process chart that shows the service delivery process from the customer's perspective. The service blueprint in this research will be used to manage service operations, service design, and service positioning.

7. Process Simulation of Shopee's Merchant System

Business Process Simulation is a tool used following the design or redesign of a process to analyze the efficiency of the process prior to implementation. Testing the process in a real-world scenario allows organizations to determine the impact of the process without disrupting day-to-day business operations and fosters better decision-making, and continuous improvement.

8. Discussion and Analysis

After the data collection, calculation, and process simulation is done, the researcher will discuss the result of the simulations, there are the Bottlenecks, candidates for task automation, and quantify benefits from possible process change/restructuring for comparison.

9. Conclusions and Recommendations

This stage is the result of the study, which is to give conclusions that are done by answering the problems and giving recommendations.

3.4 Data Collection

The data collection used in this research is direct observation. The observation that is done in the data collection is the business process of how Shopee manages its merchants and how the buying and selling process is done in Shopee. The data will be obtained by conducting an interview by zoom call, and the researcher will give out a questionnaire to the public. The respondent for the interview is 3 people and for the questionnaire the researcher is aiming to get 50 respondents.

3.5 Data Processing

The Data calculation methods used in this research are the Design thinking method, business process mapping, Service Blueprinting, and Process simulation of Shopee Indonesia. The data that was collected from the interview and questionnaire will be input into the simulation software to identify and calculate the Bottlenecks and candidates for task automation and quantify benefits from possible process change/restructuring for comparison.

CHAPTER IV

DATA COLLECTION AND PROCESSING

4.1 Data Collections

The data collection in this research is done by personal observation and interviews that are done by the researcher with some sellers in Shopee about the business process the sellers had. Starting with how the buyer starts the steps to purchase the products and services in Shopee in the application and website. Later on, the interview results will be transcribed to be used as a source to make a proposed business process and the service blueprint and the interview result will also be based on the process of design thinking method made by the researcher, and the service blueprint will be tested in process simulation software (Visual Paradigm). The data that will be analysed also from the questionnaire that the researcher conducted.

4.1.1 Company Description

Shopee is an e-commerce platform in Southeast Asia offering customers an easy, secure, and fast online shopping experience through strong payment and logistical support. Shopee aims to continually enhance its platform and become the region's e-commerce destination of choice via ongoing product optimization and localized user-centered strategies.

Shopee, a Sea company, was first launched in Singapore in 2015 and has since expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. Sea is a leader in digital entertainment, e-commerce, and digital financial services across Greater Southeast Asia. Sea's mission is to better the lives of consumers and small businesses with technology and it is listed on the NYSE under the symbol SE.

Shopee is creating convenience for Greater Southeast Asians and is the leading e-commerce platform in Southeast Asia and Taiwan. It is a platform tailored for the region, providing customers with an easy, secure, and fast online shopping experience through strong payment and logistical support. Shopee aims to continually enhance its platform and become the region's e-commerce destination of choice. Shopee has a wide selection of product categories ranging from consumer electronics to home & living, health & beauty, baby & toys, fashion, and fitness equipment.

The Shopee team believes in the transformative power of technology and wants to change the world for the better by providing a platform to connect buyers and sellers in one community. As shopping on mobile devices becomes the new norm, Shopee aims to continuously enhance its platform to deliver a seamless and enjoyable shopping experience for all users and be the region's e-commerce platform of choice.

Shopee is consistently ranked the top app in the Shopping category in Southeast Asia in terms of monthly active users, total time in-app on Android, and downloads*. Shopee was also the third most downloaded app globally in the Shopping category in 2020. Shopee was ranked first in YouGov's "Best APAC Buzz Rankings 2020", and ranked eighth in YouGov's "Best Global Brands 2020".

4.1.1.1 Vision and Mission of Shopee

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It is a platform tailored for the region, providing customers with an easy, secure, and fast online shopping experience through strong payment and logistical support. The Vision and Mission of Shopee are mentioned as follows:

- 1) Sea's mission is to better the lives of consumers and small businesses with technology and it is listed on the NYSE under the symbol SE. The Shopee team is rapidly expanding across the region, and we are constantly on the lookout for talents who have the passion and drive to become part of a fast-moving and dynamic team.
- 2) Shopee aims to enhance its platform continually and become the region's e-commerce destination of choice via ongoing product optimization and localized user-centered strategies.

4.1.1.2 Company Location

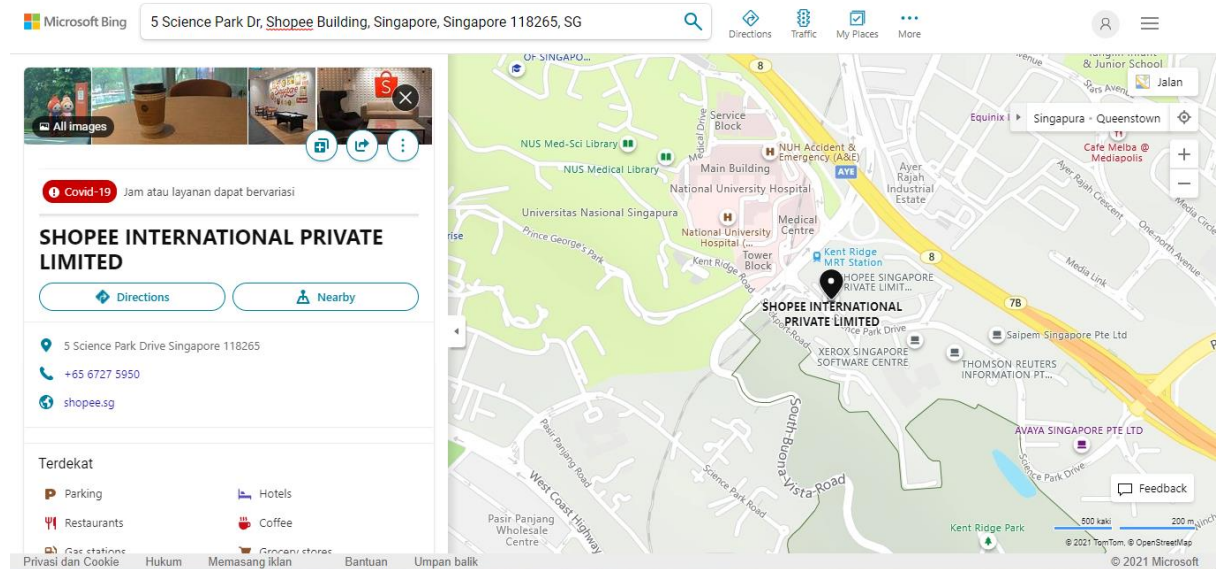


Figure 4.1 Shopee Headquarters Location in Singapore

The Shopee main headquarter is located in Shopee International Private Limited office at 5 Science Park Drive Singapore 118265.

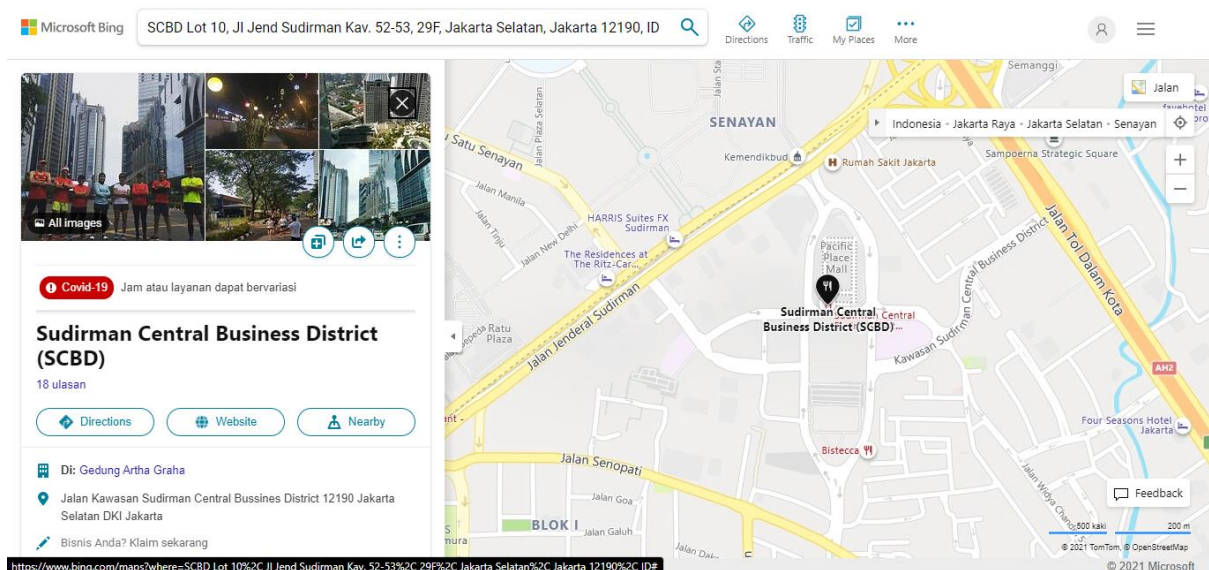


Figure 4.2 Shopee Headquarter Location in Jakarta, Indonesia

The Shopee headquarter office in Indonesia is located in Sudirman Central Business District (SCBD) at Gedung Artha Graha Jalan Kawasan Sudirman Central Bussines District 12190 Jakarta Selatan DKI Jakarta.

4.1.1.3 Organizational Structure

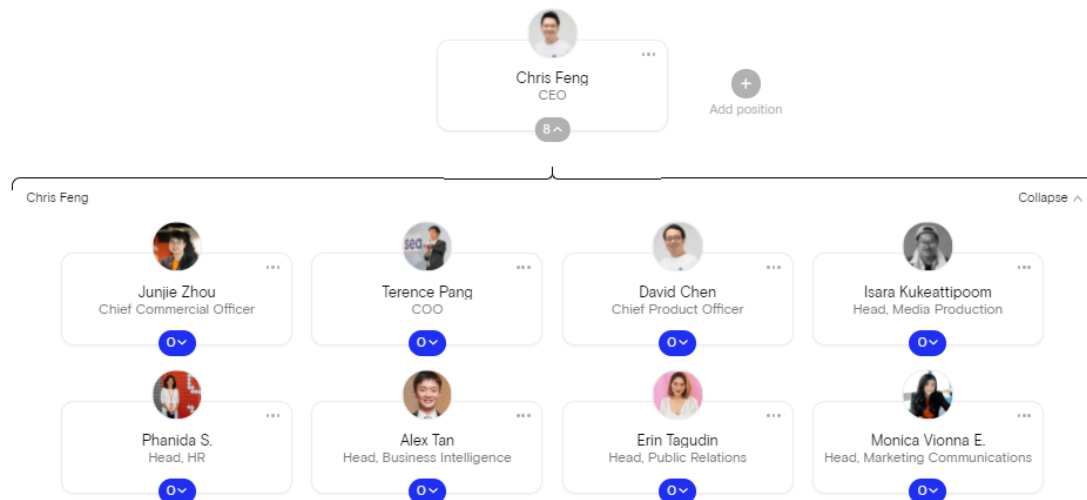


Figure 4.3 Shopee Organizational Structure

The picture of 4.3 shows the Shopee Organizational Structure. Chris Feng as CEO, Junjie Zhou as Chief Commercial Officer, Terence Pang as COO, David Chen as Chief Product Officer, Isara Kukeattipoom as Head Media Production, Phanida S. as Head HR, Alex Tan as Head Business Intelligence, Erin Tagudin as Head, Public Relations, and Monica Vionna E. as Head, Marketing Communications.

4.1.2 Subject Description

The subject that is used in this research is the seller or merchant owner in Shopee platform. The researcher will ask the seller about the business process that is designed by the researcher, and the seller will answer a few questions about how similar the business process that the researcher proposed and later on will be designed and fixed with service blueprint design. Here are the list and information about the subject who is already interviewed by the researcher are mentioned as follows:

- 1) Name : Retno Dyah
- Sex : Female
- Age : 21 Years Old
- Status in Shopee : Owner of Dikadoin.dong



Figure 4.4 Screenshot of Dikadoin.dong

2) Name : Yunita

Sex : Female

Age : 21 Yearls Old

Status in Shopee : Owner of Koreakeun.yk

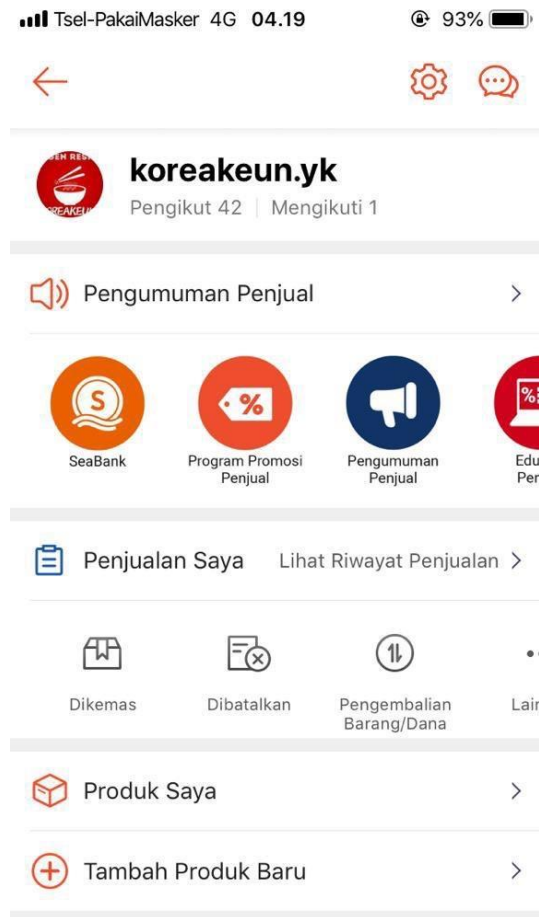


Figure 4.5 Screenshot of Koreakeun.yk

- 3) Name : Jihan
- Sex : Female
- Age : 21 Years Old
- Status in Shopee : Seller of Korean Pop Music Merchandise

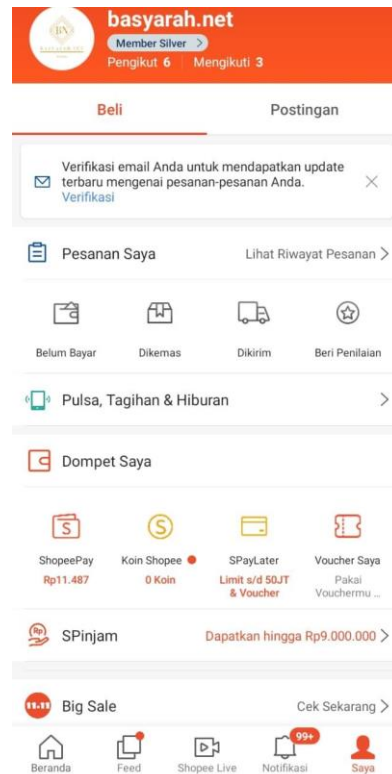


Figure 4.6 Screenshot of Basyarah.net

4.2 Data Processing

4.2.1 The Quotes From the Interviewee About Shopee COD

Table 4.1 The Quote from Interviewee about Shopee COD

No	Interviewee	Feedback
1.	Retno Dyah (Interviewee 1)	According to Eno, Eno has been using Shopee for 4 months, selling her bucket of flower. Eno also said that Cash On Delivery feature has a high risk on the payment method for the seller. But, the Cash On Delivery also has a positive impact to the buyer who does not have bank account or mobile banking. Therefore, Cash On Delivery has its negative and positive impacts on the buyer and seller.
2.	Yunita (Interviewee 2)	According to Yunita, there are so many enthusiasts from people to shop in Shopee, so I can say it is very profitable. For example, for a month we could sell around 70% to 80% of our stock of goods sold through Shopee. Yunita also said that she never activated Shopee Cash On Delivery feature because she never had any problem using another payment method in Shopee, and She thinks that problem in Cash On Delivery is just a normal problem in the transaction process. Because the seller in the end will earn the money if we buyer already paid for the product they ordered.
3.	Jihan (Interviewee 3)	According to Jihan, Jihan has been selling Korean Pop Music merchandise as her side business in Shopee. She also said that she never activated the Shopee Cash On Delivery Features because she did not want any problems during the transaction. Therefore, she just chooses to activate the usual payment methods like Transfer via ATM, Mobile Banking, Indomaret, and Alfamart. Jihan also said that she hopes that in the future, Shopee Cash On Delivery will be better, so there will be no worried for the seller to activate its feature in Shopee.

4.2.2 The result of “Pengalaman Pelanggan Tentang Berbelanja di Shopee” Questionnaire

This questionnaire is about “*Pengalaman Pelanggan Tentang Berbelanja di Shopee*” and it takes 41 respondents who participated in this questionnaire. The result of the questionnaire is mentioned as follows:

a. Name

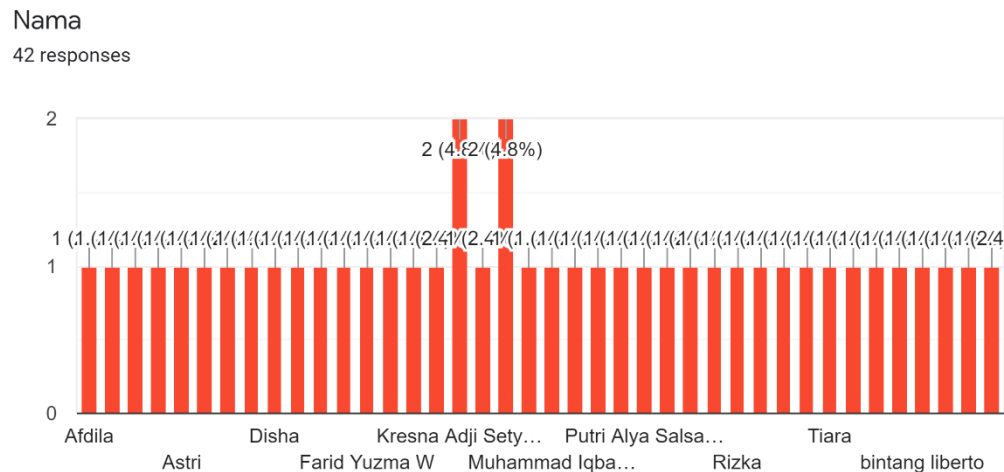


Figure 4.7 The Chart of Names from the Questionnaire

The first question from the questionnaire is the name. Based on the result, the respondent who participated in this questionnaire is 41 respondents.

b. Age

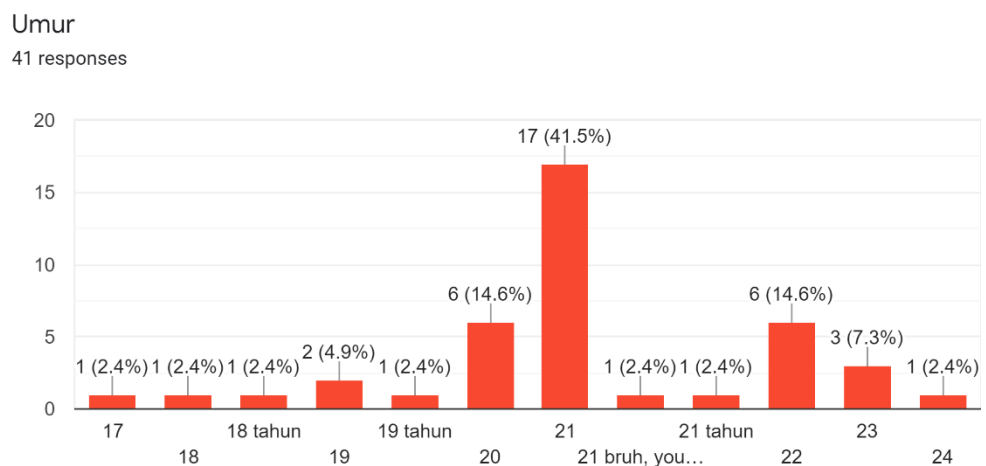


Figure 4.8 The Chart of Age from the Questionnaire

The average age of people who filled out the questionnaire are 2.4% 17-year-old, 4.8% 18-year-old, 4.8% 19-year-old, 14.6% 20-year-old, 46.3% 21-year-old, 14.6% 22-year-old, 7.3% 23-year-old, 2.4% 24-year-old from 41 respondent.

c. What item do you buy on Shopee?

Barang apa yang anda beli di Shopee
42 responses

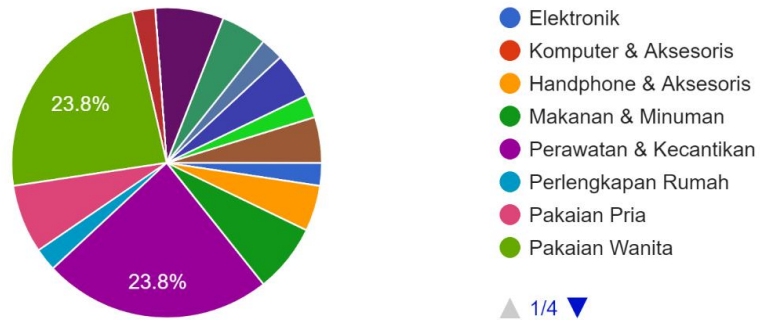


Figure 4.9 The Chart of What item do you buy on Shopee

Barang apa yang anda beli di Shopee
42 responses

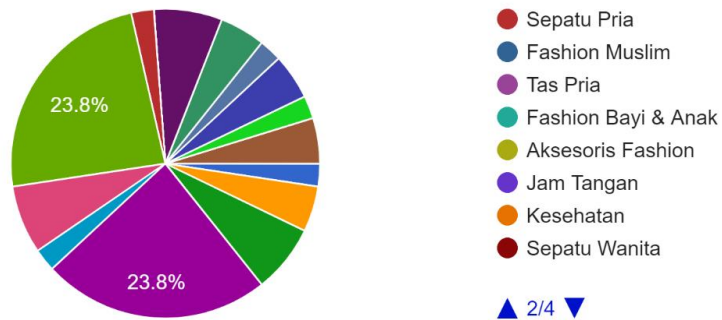


Figure 4.10 The Chart of What items do you buy on Shopee

Barang apa yang anda beli di Shopee
42 responses

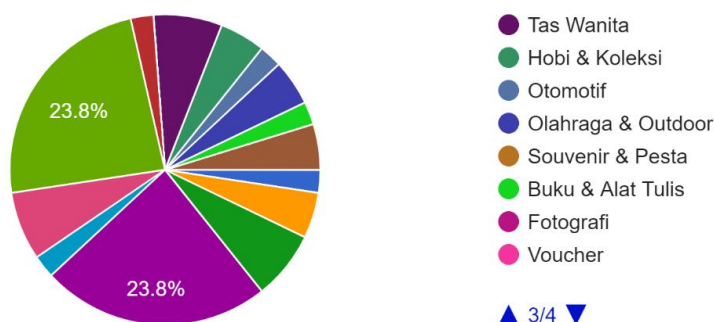


Figure 4.11 The Chart of What items do you buy on Shopee

Barang apa yang anda beli di Shopee
42 responses

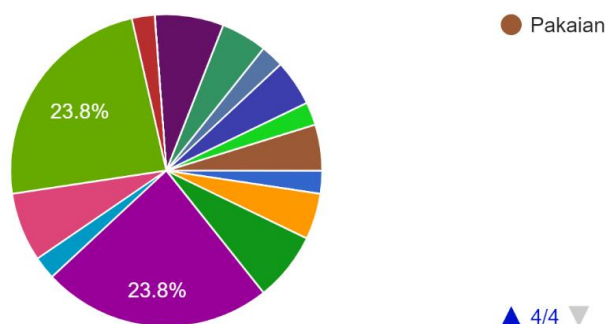


Figure 4.12 The Chart of What items do you buy on Shopee

From the question What item do you buy on Shopee, the respondents filled out some various unique goods from the categories. The goods from the categories are (10) 23.8% women's clothing, (1) 2.4% men's shoes, (3) 7.1% women's bag, (2) 4.8% hobbies & collections, (1) 2.4% automotive, (2) 4.8% sports & outdoor, (1) 2.4% books & stationary, (2) 4.8% clothing, (1) 2.4% electronics, (2) 4.8% smartphones & accessories, (3) 7.1% food & drinks, (10) 23.8% beauty & care, (1) 2.4% home supplies, and (3) 7.1% men's clothing from 42 respondents.

d. How much time do you spend on Shopee on average?

Berapa rata-rata waktu yang anda habiskan berbelanja di shopee?
42 responses

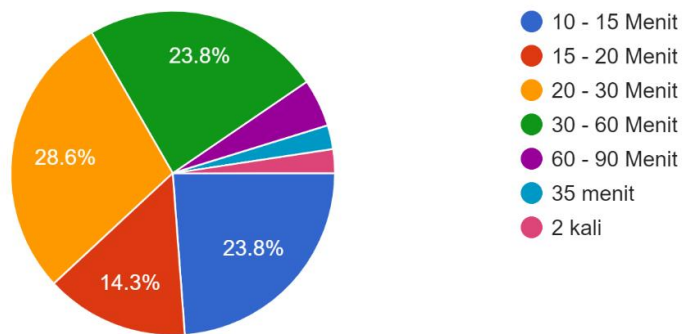


Figure 4.13 The Chart of How much time do you spend on Shopee on average

From the question How much time do you spend on Shopee on average, the result from the questionnaire shows that the respondents filled out the answer with (10) 23.8% spent 30-60 minutes, (2) 4.8% spent 60-90 minutes, (1) 2.4% spent 35 minutes, (10) 23.8% spent 10-15 minutes, (6) 14.3% spent 15-20 minutes, and (12) 28.6% spent 20-30 minutes. The result from 42 respondents shows that most people spent 20-30 minutes browsing Shopee, with a total of 12 people or 28.6% over 42 people.

e. How long does it take for the goods to arrive?

Berapa lama waktu yang dibutuhkan agar barang sampai di tujuan ketika anda berbelanja?
42 responses

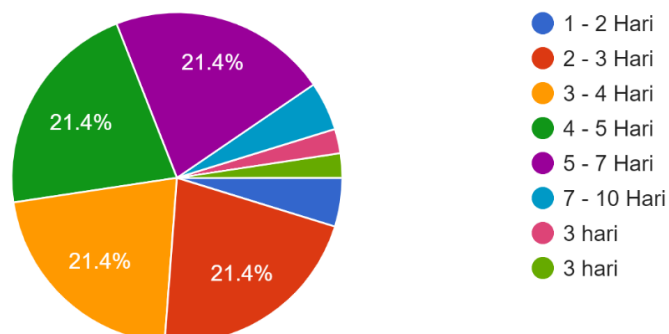


Figure 4.14 The Chart of How long does it take for the goods to arrive

From the question How long does it take for the good to arrive, the result from the questionnaire shows that the respondents filled out the answer with (9) 21.4% took 5-7 days, (2) 4.8% took 7-10 days, (2) 2.4% took 3 days, (2) 4.8% took 1-2 days, (9) 21.4% took 2-3 days, (9) 21.4% took 3-4 days, and (9) 21.4% took 4-5 days. The result from the questionnaire shows the various time for the goods to arrive to the buyer. The number shows most sellers took 3-4 days, 4-5 days, 5-7 days, and 2-3 days for the goods to arrive.

f. How much does it cost you to shop at Shopee?

Berapa total biaya yang dikeluarkan untuk anda berbelanja di shopee?

42 responses

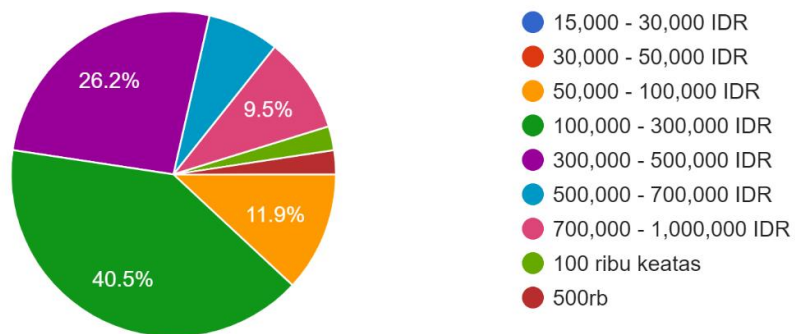


Figure 4.15 The Chart of How much does it cost you to shop at Shopee

From the question How much does it cost you to shop at Shopee, the result from the questionnaire shows that the respondents fill out the answer with (11) 26.2% people spent 300.000-500.000 IDR, (3) 7.1% people spent 500.000-700.000 IDR, (4) 9.5% people spent 700.000-1.000.000 IDR, (5) 11.9% people spent 50.000-100.000 IDR, and (11) 40.5% people spent 100.000-300.000 IDR. The result of this question revealed that most people spent 100.000-300.000 IDR on a percentage of 40.5%.

g. How often do you shop at Shopee?

Seberapa sering anda berbelanja di shopee?

42 responses

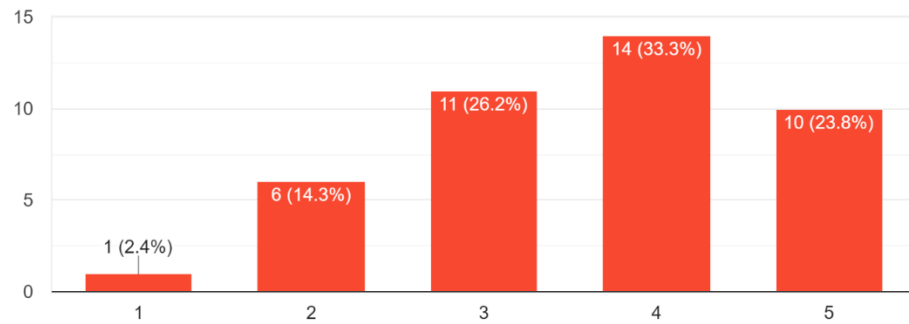


Figure 4.16 The Chart of How often do you shop at Shopee

From the question How often do you shop at Shopee, the result from the questionnaire shows that the respondents fill out the answer with (1) 2.4% often shop at Shopee, (6) 14.3% often shop at Shopee, (11) 26.2% often shop at Shopee, (14) 33.3% often shop at Shopee, and (10) 23.8% often shop Shopee. From this question, the result shows that 14 people quite often choose to shop at Shopee at a percentage of 33.3%.

h. How comfortable are you shopping at Shopee?

Seberapa nyaman anda berbelanja di shopee?

42 responses

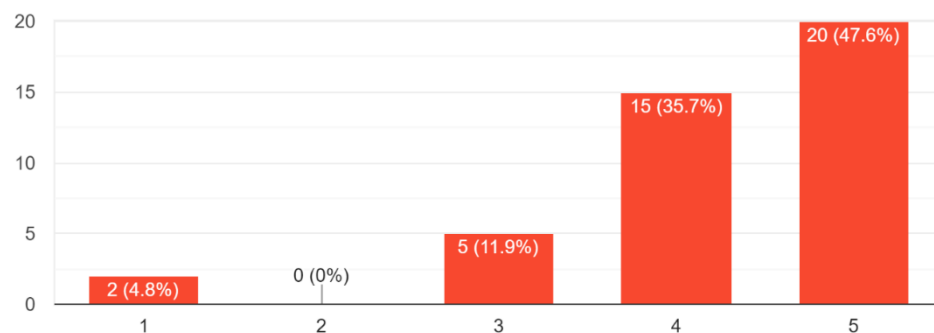


Figure 4.17 The Chart of How comfortable are you shopping at Shopee

From the question How comfortable are you shopping at Shopee, the result from the questionnaire shows that the respondents fill out the answer with (2) 4.8% comfortable shopping at Shopee, (5) 11.9% comfortable shopping at Shopee, (15) 35.7% comfortable shop at Shopee, and (20) comfortable shop at Shopee. From

this question, the result is that 20 people feel comfortable shopping at Shopee with a percentage of 47.6%.

- i. How often do you use the Shopee COD feature?

Seberapa sering anda menggunakan fitur Shopee COD?

42 responses

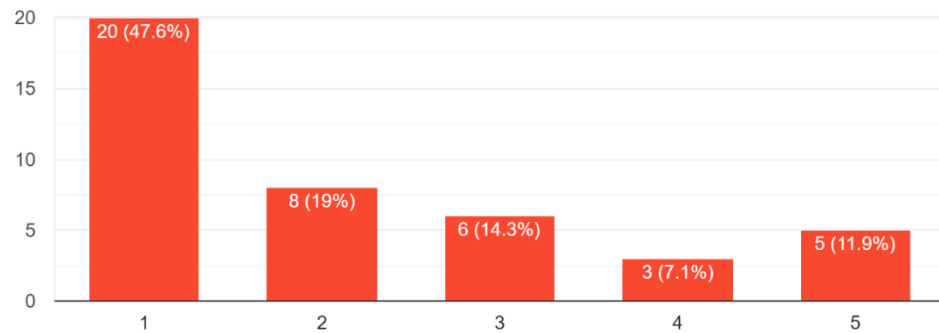


Figure 4.18 The Chart of How often do you use the Shopee COD feature

From the question How often do you use the Shopee COD feature, the result from the questionnaire shows that the respondents fill out the answer with (20) 47.6% often use Shopee COD, (8) 19% often use Shopee COD, (6) 14.3% often use Shopee COD, (3) 7.1% often use Shopee COD, and (5) often use Shopee COD. From this question, the result shows that 20 people often use Shopee COD as their payment method with a percentage of 47.6%.

- j. Do you use the Cash on Delivery (COD) feature?

Apakah anda menggunakan fitur Cash On Delivery (COD)?

42 responses

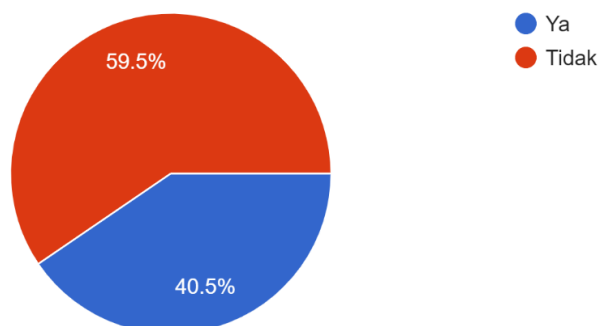


Figure 4.19 The Chart of Do you use the Cash on Delivery (COD) feature

From the question Do you use the Cash on Delivery (COD) feature, the result from the questionnaire shows that the respondents fill out the answer with 25 people chose not to use Shopee COD with a percentage of 59.5%, and 17 people choose Shopee COD as their payment method with the percentage of 40.5%.

- k. Have you ever had problems using the COD feature?

Apakah anda pernah mendapati masalah menggunakan fitur COD?
42 responses

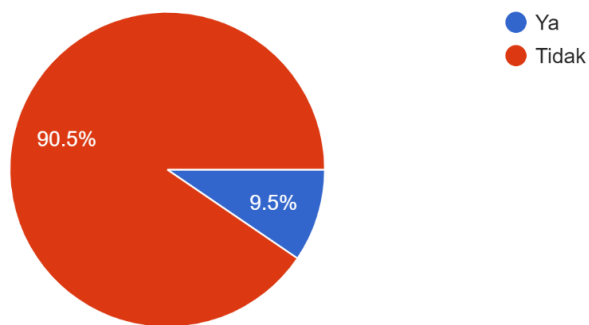


Figure 4.20 The Chart of Have you ever had problems using the COD feature
From the question Have you ever had problems using the COD feature, the result from the questionnaire shows that the respondents fill out the answer with 38 people had not had a problem using Shopee COD feature with a percentage of 90.5%, and 4 people had a problem using Shopee COD feature with the percentage of 9.5%.

- l. What do you do if the goods sent do not match?

Apa yang anda lakukan jika barang yang dikirim tidak sesuai?
42 responses

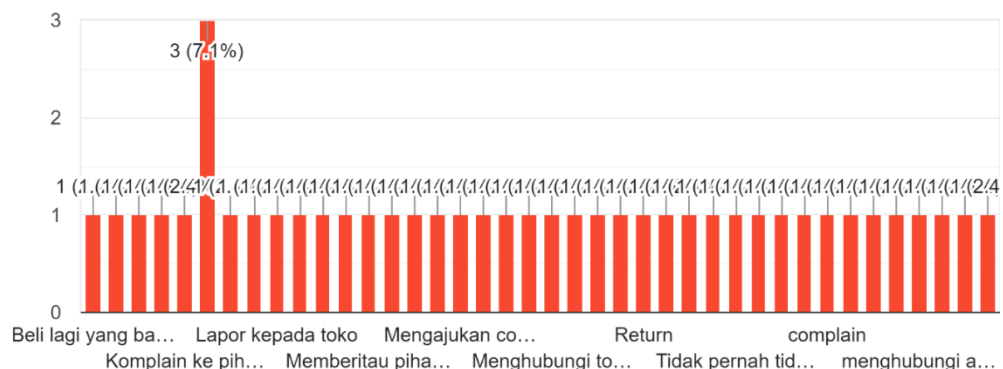


Figure 4.21 The Chart of What do you do if the goods sent do not match

From the question What do you do if the goods sent do not match, the result from the questionnaire shows that the respondents fill out the answer with the most people will complain to the seller if they have a problem with the goods that arrive.

m. Is the return process difficult to do?

Apakah proses pengembalian barang termasuk sulit untuk dilakukan?

42 responses

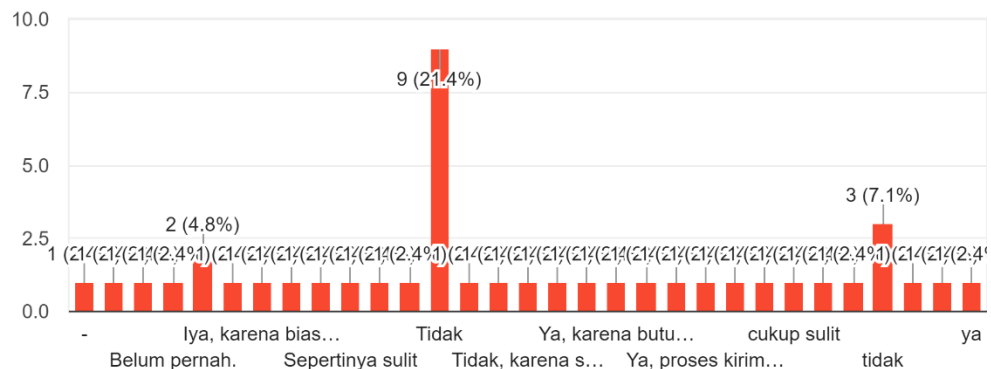


Figure 4.22 The Chart of Is the return process difficult to do

From the question Is the return process difficult to do, the result from the questionnaire shows that the respondents fill out the answer that most people do not have any difficulty returning the goods to the seller if the product does not match the goods they ordered.

n. What delivery service do you often use for Shopee COD?

Jasa pengiriman apa yang sering anda gunakan untuk Shopee COD?

42 responses

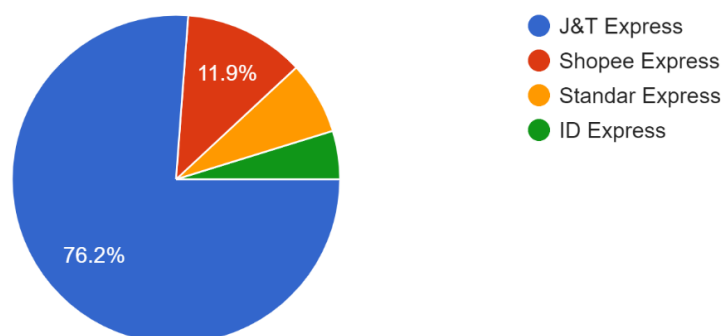
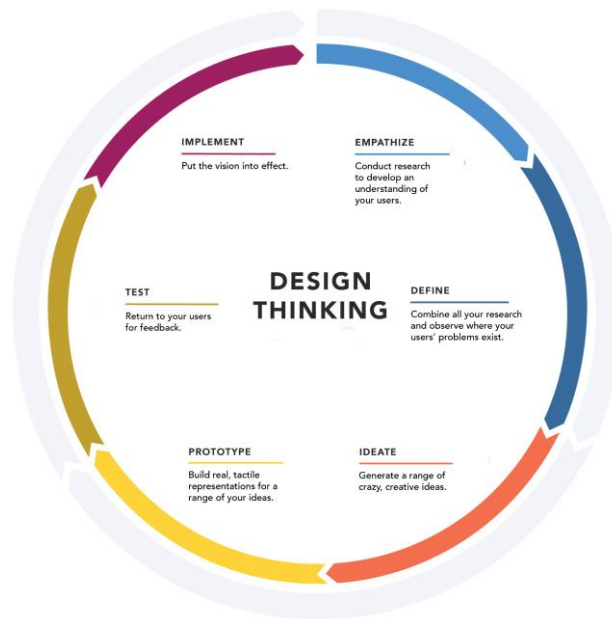


Figure 4.23 The Chart of What delivery service do you often use for Shopee COD

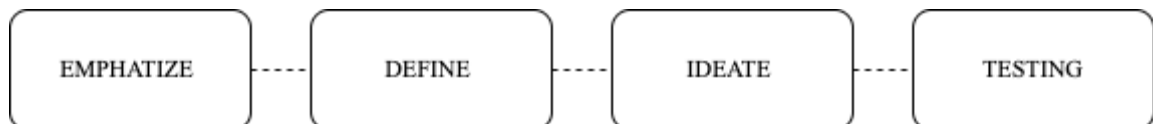
From the question What delivery service do you often use for Shopee COD, the result from the questionnaire shows that the respondents fill out the answer with (32) 76.2% people use J&T service, (5) 11.9% people use Shopee express, (3) people use Standard Express, (2) 4.8% use ID express.

4.2.3 Design Thinking Method Diagram



Picture 4.24 Design Thinking Method

Design thinking is a non-linear, iterative process that the researcher uses to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test. The design thinking methods used in this research are five phases- Empathize, Define, Ideate, Prototype, and Test. It is most useful for tackling problems that are ill-defined or unknown (Waloszek, G, 2012).



Picture 4.25 Design Thinking Process

The researcher uses the Design Thinking method as step by step stage before creating the design of the Cash on Delivery Business Process Model Notation. Before creating the Business Process Model Notation, the researcher defines the empathize as the first stage of design where the researcher conducts a survey and interview to find out about the process of using Shopee and the problem that the user could experience. After the

researcher collected all information regarding Shopee Business Process, the researcher created the Service Blueprint in order to simulate the process and decide possible failures that may occur during the purchase, delivery, and receive process. In Define stage, the researcher defines the problem that they are trying to solve, which is the Shopee Cash on Delivery and possible failure points. In Idea stage the researcher is designing the Business Process of Shopee Cash on Delivery before conduct the simulation process to find the possible solution for every process that may create failure. In the Testing stage, the researcher runs a simulation test using Visual Paradigm to get the animation of how the Business process run and analysis based on the results.

4.2.4 Service Blueprint of Shopee Business Process as Empathize Stage

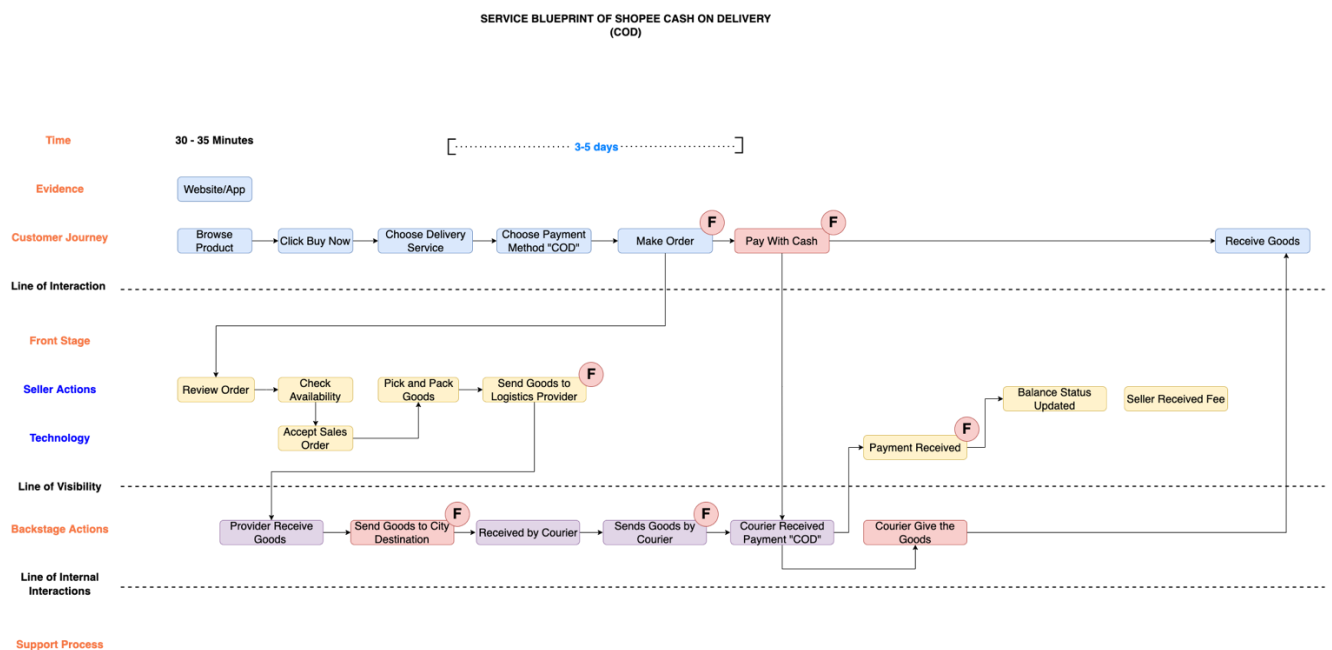


Figure 4.32 Service Blueprint of Shopee Business Process

Service Blueprint is commonly used by service providers a method as a tool for designing and managing service processes. A Blueprint depicts all sequences and steps of the service delivery process graphically in a two-dimensional flowchart. The design process involves four steps: the identification of all necessary processes, the isolation of fail points, the establishment of time frames, and a cost-profit analysis (Shostack, 1984). In Figure 4.32 above, the researcher creates a design of Service Blueprint divided into three parts of customer journey maps starting from Buyer, Seller, and Delivery.

The researcher uses Blueprints to help e-commerce discover weaknesses. Poor quality of service of Seller and Logistics often causes issues with the buyer of the user of Shopee.

The possibility of bad performance also could be occurred from its user if the user faces difficulties in doing the purchasing process, whether because of bad internet quality or lack of using e-commerce as their place to go shopping.

Service Blueprint could also help Shopee to identify the opportunities for its optimization. The visualization of relationships in Blueprints uncovers potential improvement and eliminates redundancy. It also helps stakeholders in Shopee to build new and improve on old processes. Most importantly, Blueprinting is able to help Shopee to minimize bottlenecks by using machine learning. Therefore, the system will operate by itself.

Service Blueprinting does not only provide the foundation for the analysis of the service delivery process and its visual representation, but it also identifies points where customers may potentially perceive failure in the service delivery process. The so-called “Fail Points” are the critical incidents on which customers base their perception of the quality (Palmer, 2008). In this Service Blueprinting, the possible failure points are mentioned as follows:

- a. Make-to-order, in Make-to-order the customers will do the check-out, and while doing the check-out process, the customers sometimes will face failing internet connection where the customers have to refresh the page or the application in order to re-connecting to the internet. Another factor is the availability of the product is empty. Therefore, the customers have to search for another product in the same merchant or another merchant in Shopee.
- b. Send Goods to Logistics Provider, when the seller delivers the product to the logistic provider, this process could be delayed if any kind of accident occurs along the way. For instance, road accidents, bad weather, and the products that are broken in the delivery process.
- c. Send Goods to City Destination, when the logistics provider sends the products to the destination. Any errors or accidents could occur along the way. A lot of cases occur are the product is broken by human error or the packaging is not that strong so the product is injured. Another possibility that could delay the delivery if the truck delivery broke down and the weather is terribly bad.
- d. Send Goods by Courier, the problem that could occur in this process is late deliveries. Late deliveries are a problem for both recipient and sender. The

recipient does not want to wait longer than they need to for their delivery, and the seller does not want the business to get a bad name for not being able to deliver the product on schedule. Customers will make plans around the time for the delivery, so they will be frustrated and inconvenienced if that deadline is missed. Another big problem is if the product delivered is in an unacceptable condition.

- e. Pay With Cash, one of the challenges with cash on delivery is that it makes the seller vulnerable to losses when the customer returns the product without paying for it. The seller spent all the money to deliver the product, but ultimately it got replaced. This could add to seller revenue loss.
- f. Payment Received, in this case, Shopee cannot update the payment if the customer did not pay for the product when it arrived. Therefore, the courier could not bring the money to the office and had to tell the seller that the customer rejected the product that had already been delivered. In conclusion, if the customer did not pay for the product, this could be a possible failure in the process.

4.2.5 Business Process Model Notation of Shopee as Define Stage

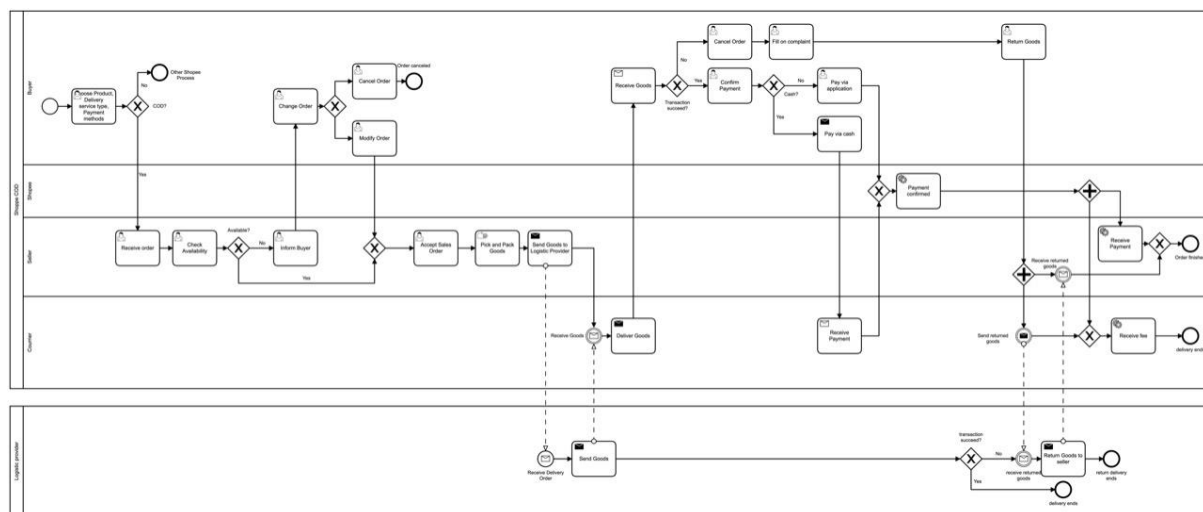


Figure 4.33 Proposed Business Process Design

The researcher uses a Flowchart to represent define stage to display certain symbols where each symbol contains the sequence of processes from other inter-process relationships in an application or program. With the flowchart, every process that will be passed by the user will be clearly described so that it will make it easier for the

programmer to make an application. In this flowchart above, there are some tasks of Shopee business process chart which are mentioned as follows:

Table 4.2 Type of Process

No	Type of Process
1.	Choose Product, Delivery Service, Payment Methods
2.	Review Order
3.	Check Availability
4.	Inform Buyer
5.	Change Order
6.	Cancel Order
7.	Modify Order
8.	Accept Sales Order
9.	Pick and Pack Goods
10.	Send Goods to Logistics Provider
11.	Receive Delivery Order
12.	Send Goods
13.	Receive Goods
14.	Deliver Goods
15.	Receive Goods
16.	Cancel Order
17.	Fill on Complaint
18.	Confirm Payment
19.	Pay via Application
20.	Pay Via Cash
21.	Receive Payment
22.	Payment Confirm
23.	Receive payment
24.	Return Goods
25.	Receive Return Goods
26.	Return Goods to seller
27.	Delivery ends

4.2.6 Business Process Model and Notation Simulation as Ideate Stage

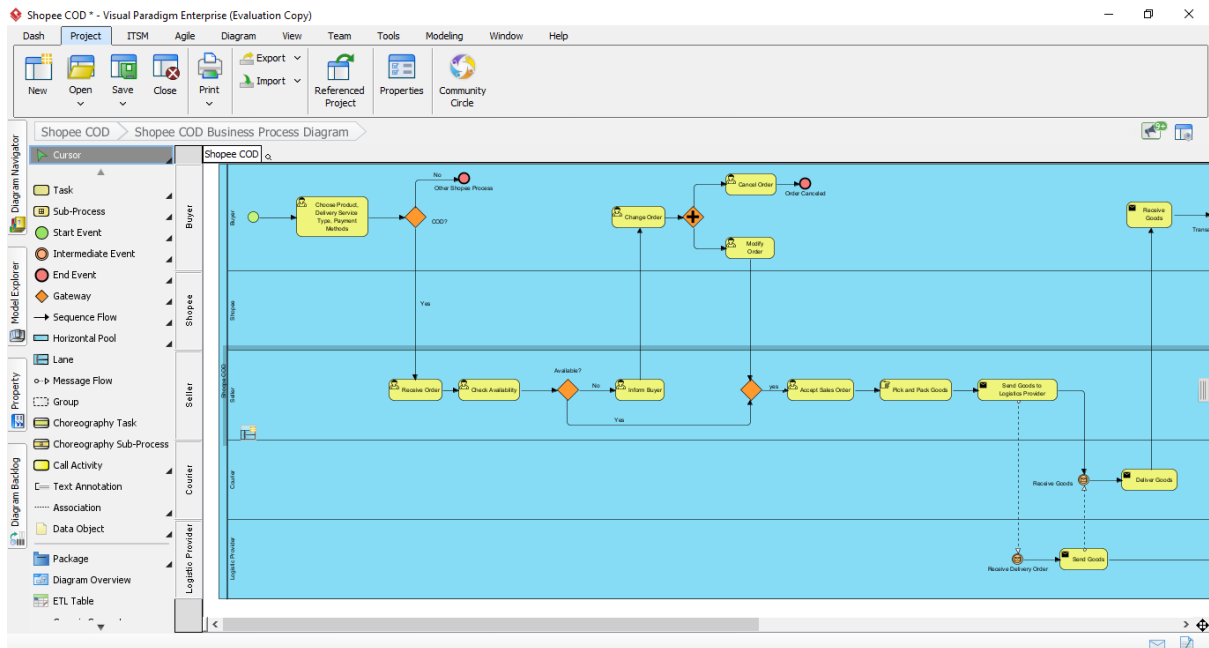


Figure 4.34 Shopee Business Process Model Notation Part 1

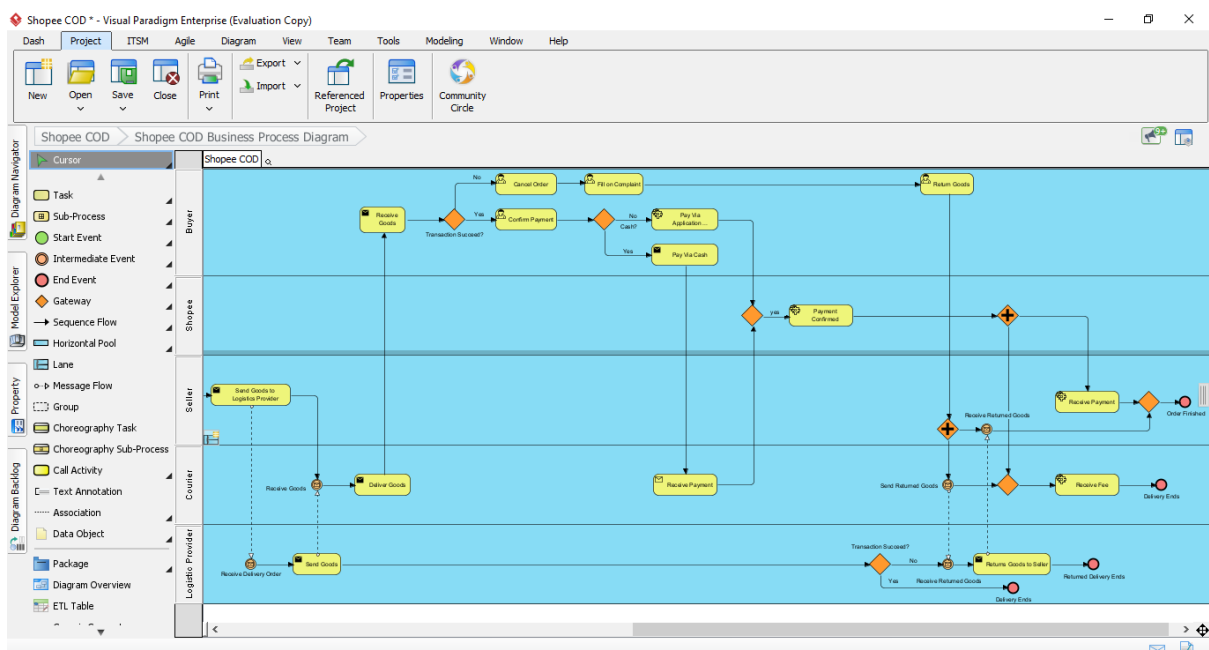


Figure 4.35 Shopee Business Process Model Notation Part 2

The researcher uses the Business Process design as Ideate stage as a process of generating ideas and possible steps when shopping in Shopee. After the researcher transforms the

service blueprint into a Business Process Model and Notation design, the researcher inputs the design into the simulation software Visual Paradigm. The researcher tries to do some basic simulations on how the process of business happens, starting from the buyer and the seller until the delivery process to the buyer. There will be two scenarios used in this process of simulation. The first one is the 38 respondents from 42 who successfully made the purchase from Shopee and did not have any problems. Therefore, the buyer does not need to proceed with the return process. The second case is the 4 people from 42 respondents who have a problem with the product they purchased. Therefore, the buyer needs to proceed with the return goods process.

4.2.7 Business Process Model and Notation Simulation Result

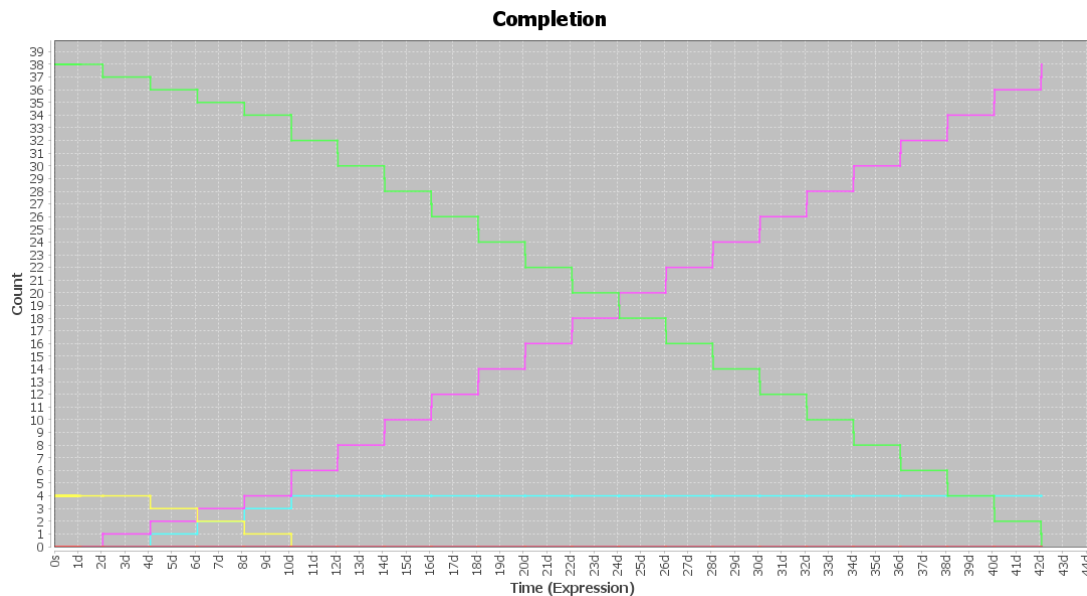


Figure 4.36 Completion Charts

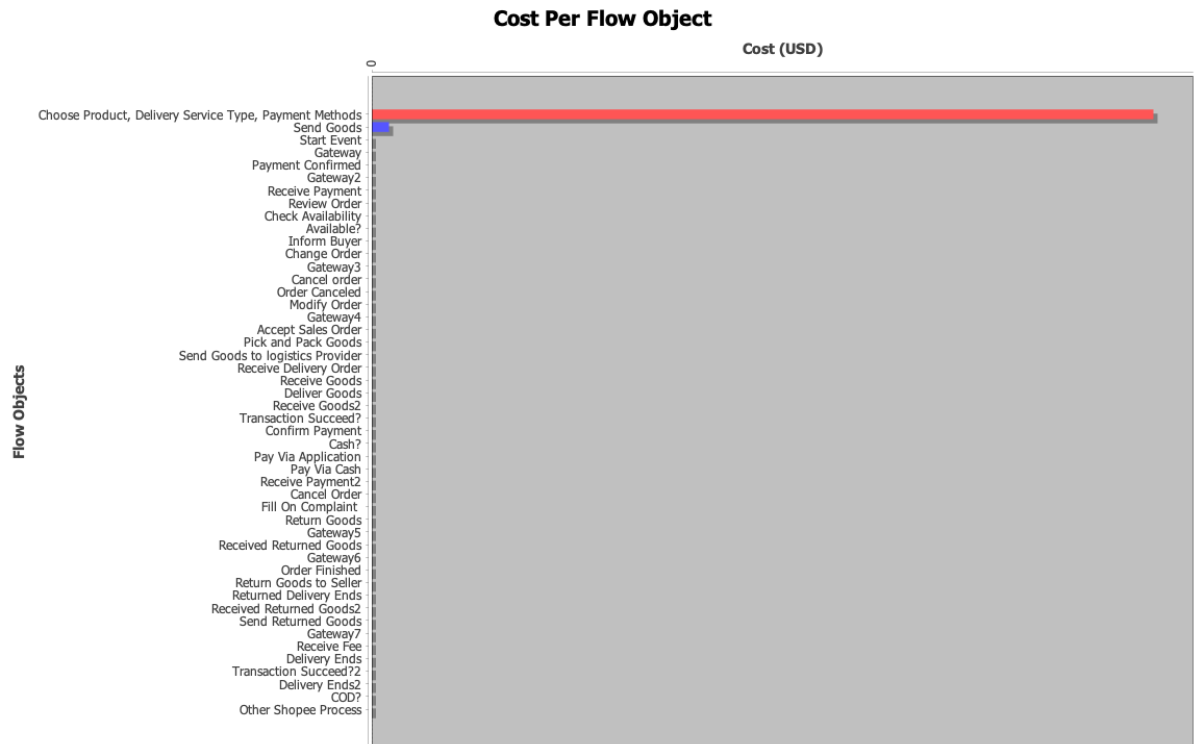


Figure 4.37 Cost Per Flow Object Charts

Cost Per Scenario			
Scenario Name	Number Of Instance	Cost Per Instance (USD)	Total (USD)
1 Shopee Transaction Success	38	13	494
2 Shopee COD Transaction Success4	4	16	64

Figure 4.38 Cost Per Scenario Charts

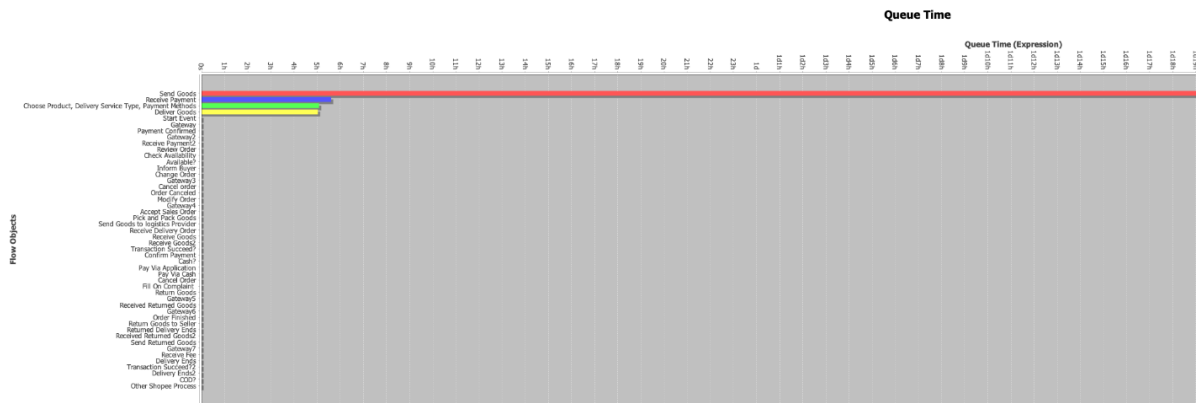


Figure 4.39 Queue Time

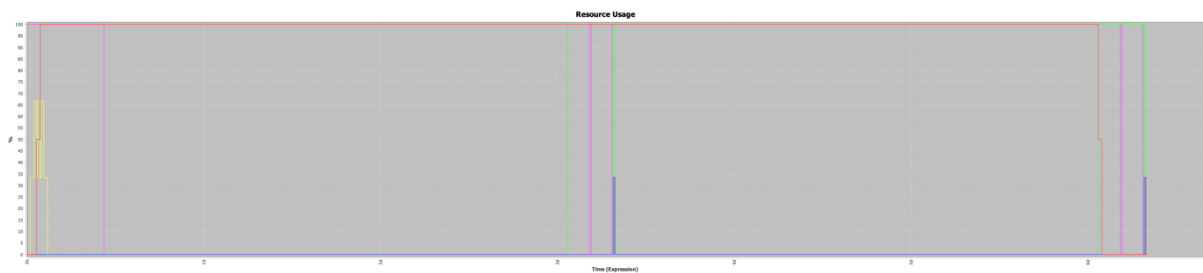


Figure 4.40 Resource Usage

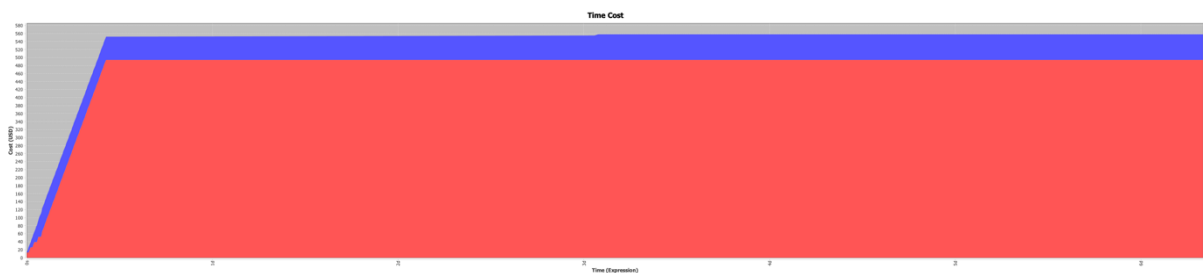


Figure 4.41 Time Cost Charts

The simulation was conducted based on the data that the researcher had collected using a questionnaire from 42 respondents. This simulation is considered a Testing stage where all of the data from the respondents is tested using simulation software. Based on the result of the questionnaire, the researcher found that 38 respondents comfortably used Shopee app/website as their place to do the shopping, and 4 people had a problem on the part of their transaction using Shopee Cash on Delivery (COD). From the data that had been collected, the researcher performed a simulation with 2 scenarios that been made. The first one is the 38 respondents from 42 who successfully made the purchase from Shopee and did not have any problems, therefore, the buyer does not need to proceed with the return process. The second case is the 4 people from 42 respondents who have a problem with the product they purchased. Therefore, the buyer needs to proceed return

goods process. From the simulation, the researcher produced some charts that can be used as materials for analysis. The results are Completion Charts, Cost Per Flow Object Charts, Cost Per Scenario Charts, Queue Time, Resource Usage, and Time Cost Charts.

CHAPTER V

RESULTS AND DISCUSSION

5.1 The Analysis of Shopee Cash on Delivery (COD)

Cash On Delivery (COD) feature is a payment method where the buyer pays the order in cash when the goods are received. E-commerce is a process of buying and selling products online by consumers from company to company with computers as an intermediary business transaction (Panji Pahrudin, 2019). E-commerce applications were first developed as a means of payment transactions through the internet called electronics funds transfer (Jonathan Sarwono, 2012). Many E-commerce applications already have Cash On Delivery (COD) features. One of them is Shopee.

Cash On Delivery (COD) has become a sufficient payment method for Shopee app users in Indonesia. Therefore, buyers do not need to pay by transfer through the bank or pay to the nearest convenience store like *Indomaret* and *Alfamart*. According to (Atira, 2017) it is concluded Cash On Delivery (COD), the seller and buyer are involved in a way they meet directly, and the buyer checks the condition of the product. If the product is good, then the transaction can be done. In Cash On Delivery transaction, the customer is hoping to get a product with the best quality by trying or seeing the product directly before they pay.

According to (Runtunuwu et al., 2014), customer satisfaction is a feeling of pleasure or disappointment after the customer compares the quality of the product and whether it meets their expectations or not. Shopee is an application based on mobile phones and focuses on its development for Android and iPhone. According to (DailySocial.id, 2018) shows that Shopee application has been downloaded 61 million times with an average site visit of 110 million visits, and it shows that more than 95% Shopee users are accessing Shopee via smartphone.

Cash On Delivery (COD) does not always beneficial for all users, especially for sellers who sometimes have some problems. For example, one of them is the return of goods. This happens because the recipient does not want to pay for the item that has already been delivered by the courier.

Based on the events that happened in Indonesia from Shopee Cash On Delivery (COD) there are some factors that could appear in these problems, one of them is the User

Interface design. The analysis from the researcher is this problem may occur based on the frustrations that the user feels. the frustration factors are mentioned as:

Based on the frustration factors above, the Application and Website developer have to come up with solutions. The solutions that the researcher can give are mention as:

1. Home Page

a) Banner

The main banner is an important element that can get users inspired and helps them explore Shopee. However, many users that use small-screen smartphones assume that the current banner in Shopee contains too much information. Therefore, the first step is to make a bigger and simpler banner.

b) Main Icons

Many users are unaware that there are more icons even though there is a small white bar in the middle of the screen. Therefore, the next step is to create the icon on the right side to appear halfway so the users can easily notice the existence of the icons.

c) Just For You

Shopee offers many recommendations, such as “You May Also Like”. As Shopee has a wide selection of product categories, it is important to make these recommendations more user-centered. Therefore, on the first page, the new design should have a personalized recommendation feature so that the users can feel that Shopee is more friendly to them.

d) Flash Deals

Shopee’s flash deals introduce curated products at a promotional price for a limited time only. However, a lot of participants show that they do not feel any interest if they see a product sold 0. Therefore, in the future, Shopee needs to change the number of products sold to a small text instead of showing it as a distinct bar. Also, to encourage users to scroll and explore, the time remaining for the Flash Deals is shown on the first screen.

e) Shopping Cart Icon

Shopee should redesign the shopping cart icon utilizing the Shopee logo so that users can recognize and connect with Shopee.

f) Navigation

Combined the chat on top and the notification on the navigation bar so that the users can check all the notifications from the app in one place.

2. Search Page

The search page shows overall changes to display, what a user has been interested in and what other similar users are interested in. “History” and “Liked” allow users to check what users have been interested in. To prevent the users from not knowing where to find previously “liked” products. Therefore, to provide an option that allows users to check the date that they searched for something.

The current Shopee also shows “Trending Searches” on the Search Page. Shopee might need to include an option that allows users to check products trending in their age group in real-time.

3. Listing Page

For users' easy shopping experience, Shopee needs to put options in a bright orange filter box. The current Shopee users have brand information for shopping, and it is relatively easy to get suitable results. The researcher thinks that Shopee does not need to redesign the listing page.

4. Filter

The users have trouble finding the color of a product they're looking for. Whenever a user types for a specific type of color, the result shows different colors. Most of these products have the color version available, but the users have to tap many times to be able to check it. Therefore, Shopee needs to add a color option to the filter. This will help users to find the product with the specification they want.

5. Product Page

On the product page, it is difficult for users to check if the color and size are available before tapping “Add to Cart” or “Buy Now”. To help users find out if their size and color are available before making a decision, Shopee might need to add a new option box, for instance to relocate all the information related to the price in one same location, near “Add to Cart/Buy Now”.

6. Shopping Cart

For users' easy and quick access, Shopee needs to avoid using heavy text and images, and change the color of the shop information to a turquoise color like

on the product page. Shopee might also need to design a new “Check Out” button to maintain visual consistency.

7. Checkout

On the Checkout page, the total payment is shown only once as a total in bright orange color. This is to avoid confusing users and to hide any potential additional fees which might affect the total.

8. Profile

With Shopee Coins and Vouchers, users can get discounts on orders. Therefore, on the profile page, Shopee needs to highlight Coins and Vouchers as actual numbers so that users can get a better sense of the discounts offered to them.

5.2 The Business Process Model Notation Symbols Analysis

Business process modeling is a general model that represents the arrangement of activity processes with the presence of continuous events, relationships, and actions or connecting points from the starting point to the endpoint. The benefit of business process modeling is that it helps to understand the integrated process, which determines the steps that need to be specified in achieving a goal. Activities that represent a company’s industrial processes can analyze and improve ongoing processes. Business processes can be modeled in several notations, such as Business Process Modelling Notation (BPMN) (Ould, M.A.).

A method developed by the Business Process Modelling Initiative is the standard for modeling in a business process and also as a design tool for highly complex systems such as message-based e-commerce systems. One of the efforts in the use of BPMN diagrams is its ability to model a message stream. Of course, in an e-commerce environment, people are sending messages to others as part of the process. This message leads to a description and understanding of the business-to-customer and business-to-business process.

BPMN provides a notation that is easily understood by all business users, including the business analyst who drafted the first process for the technical developers responsible for implementing the technical implementation of the process. The basic category elements are used to design Shopee BPMN are mentioned below:

1. Flow Objects

A Flow Object is a key graph element used as a determining behavior in a business process. Flow Object is divided into 3, namely events, activities, and gateways.

- a) Event: An Event is described as a circle and something that happens in a business process. These events affect the flow of the process and usually have a result. An event is a circle with an open center that distinguishes different triggers and results. There 3 types of events there are Start, Intermediate, and End:



Figure 5.1 Event Types in Business Process Model Notation

- b) Activity: Activity is a rectangle with rounded edges, which is a common form for companies to do the work. An activity can stand-alone or combined. The task of sub-process and task is distinguished by a (+) sign at the bottom of the middle of the form.

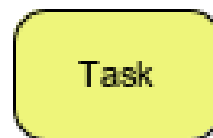


Figure 5.2 Activity Symbol in Business Process Model Notation

- c) Gateway: A gateway is used to control the divergence and convergence of sequence flows in a process.



Figure 5.3 Gateway Symbol in Business Process Model Notation

2. Connecting Objects

Connecting objects are lines that connect BPMN flow objects. There are three different types: sequence flows, message flows, and associations.

- a) Sequence flow symbol: Connects flow objects in proper sequential order.



Figure 5.4 Sequence Flow Symbol

- b) Message flow symbol: Represents messages from one process participant to another.



Figure 5.5 Message Flow Symbol

- c) Association symbol: It shows relationships between artifacts and flow objects.



Figure 5.6 Association Symbol

3. Swimlanes

Swimlane in BPMN is rectangular boxes that represent participants of a business process. A Swimlane may contain flow objects that are performed by the participant, except for a black box that must have an empty body. Swimlanes may be arranged horizontally or vertically. They are semantically the same but just different in representation. For horizontal Swimlanes, the process flows from left to right, while the process in vertical Swimlanes flows from top to bottom. Examples of Swimlanes include Customer, Account Department, and Payment Gateway. There are two kinds of Swimlanes: Pool and Lanes.

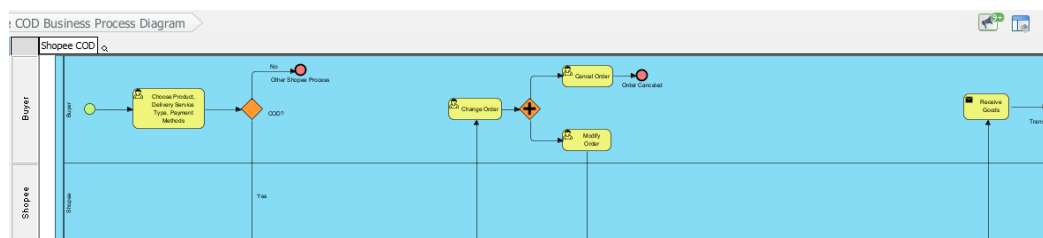


Figure 5.7 Pool and Lane

4. Artifacts

In business process modeling, artifacts allow to visually represent objects outside of the actual process. Artifacts can represent data or notes that describe the process

or to be used to organize tasks or processes. There are three main types of artifacts: Data Objects, Annotations, and Groups.

a) Data Objects

Data Objects can represent data placed in the process, data resulting from the process, data that needs to be collected, or data that needs to be stored.

b) Annotations

Annotations allowed to describe the business process and flow objects in more detail. Add annotations to make the BPMN more readable and further increase understanding of the process.

c) Groups

Groups organize tasks or processes that have significant in the overall process. Group can make better arrange the BPMN diagram and increase its usefulness to the organization.

5.2.1 Shopee Business Process Model Notation Design Analysis

The process business in Shopee is designed in the form of Business Process Modelling Notation (BPMN). The purpose of BPMN design is to make the user can read and understand every business process in the system.

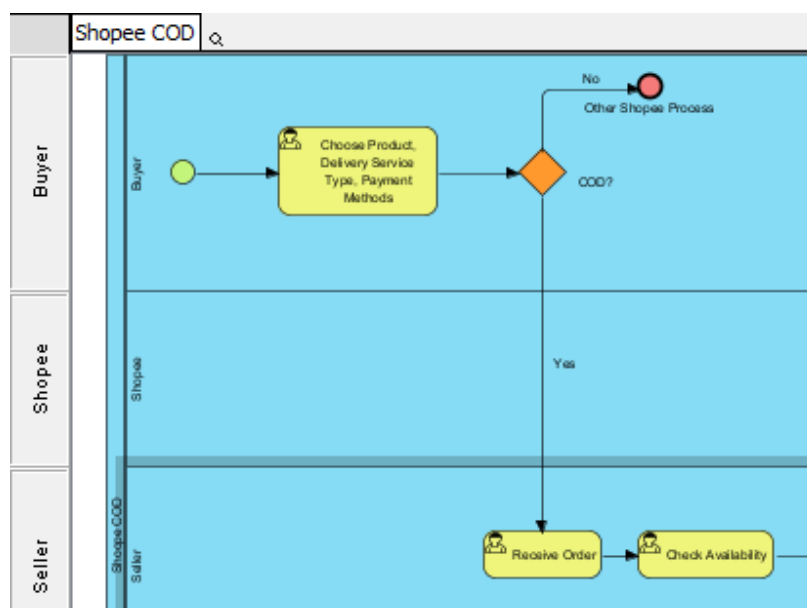


Figure 5.8 Model Process of Customer Early Stage

Figure 5.8 Model Process of Customer Early Stage is the model process of the customer when they choose the product and select the delivery service they want to use. In this process, the customer usually browses some of the merchants that later on be their final decision to check out. In this process, the customer also checks some interesting payment methods. For the payment methods, the customer could choose internet banking, cash on delivery (COD), and Shopee Pay Later. In this scenario, the researcher pays attention on the customer who chooses the payment method of Shopee Cash on Delivery (COD).

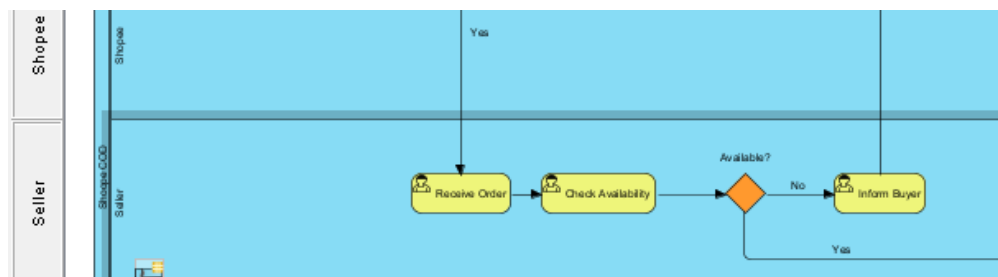


Figure 5.9 Model Process of Seller Check & Confirmation

Figure 5.9 on the Model Process of Seller Check & Confirmation is the process of the seller receiving the information of the order by the customer. Then the seller has to check whether the product that the customer ordered is available in the warehouse or not. If the product with the type of colour and size is available, then the seller will confirm on Shopee to move on to the next process.

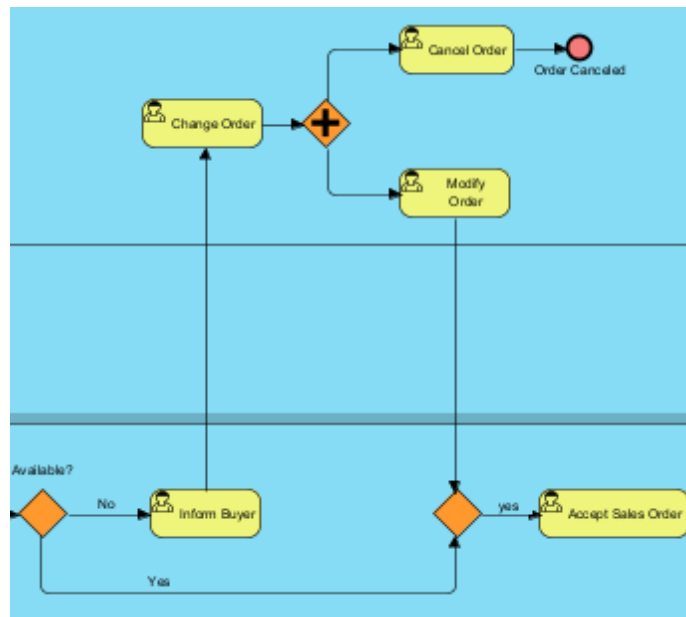


Figure 5.10 Customer Order Confirmation

Figure 5.10 Customer Order Confirmation is the Model Process when all of the information about the product is fulfilled by the seller, and the seller has confirmed that the product is available, then the next process of this stage is the customer will decide whether they want to cancel the order or change the order before the seller moving to the packaging process. Because when the seller has moved to the packaging process, the customer cannot change its order.

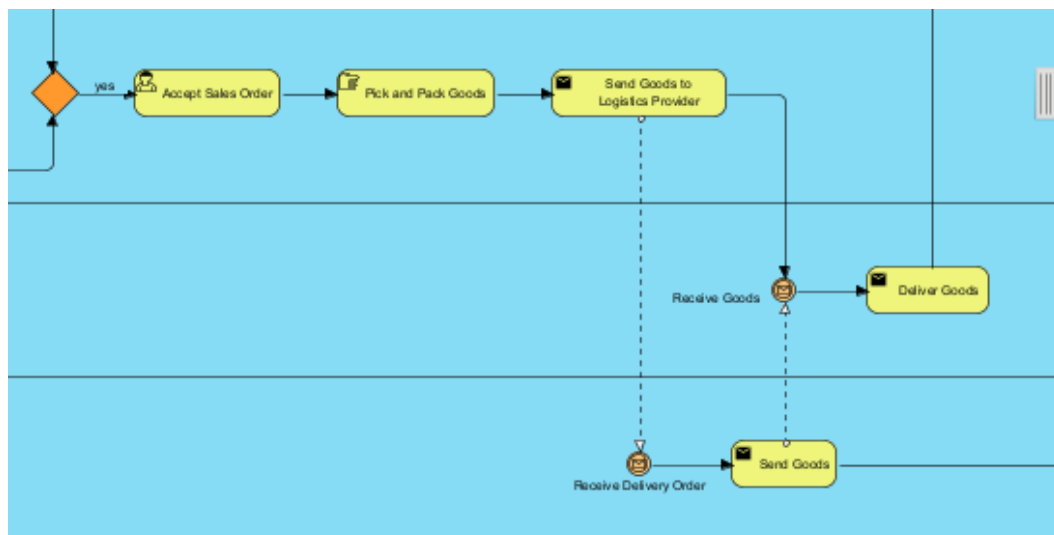


Figure 5.11 Accept Sales, Pick, and Packs

Figure 5.11 Accept Sales, Pick, and Packs is the Model Process of the seller accepting the sales order, meaning that the customer agrees to check out the product they wanted and there is nothing wrong with the size and the colour. After all conditions from the seller are agreed upon by the customer, the seller starts to pick and pack the products. After the seller is done with the packaging process, the seller sends the product to the logistics provider to move to the next process, which is sending goods to the courier.

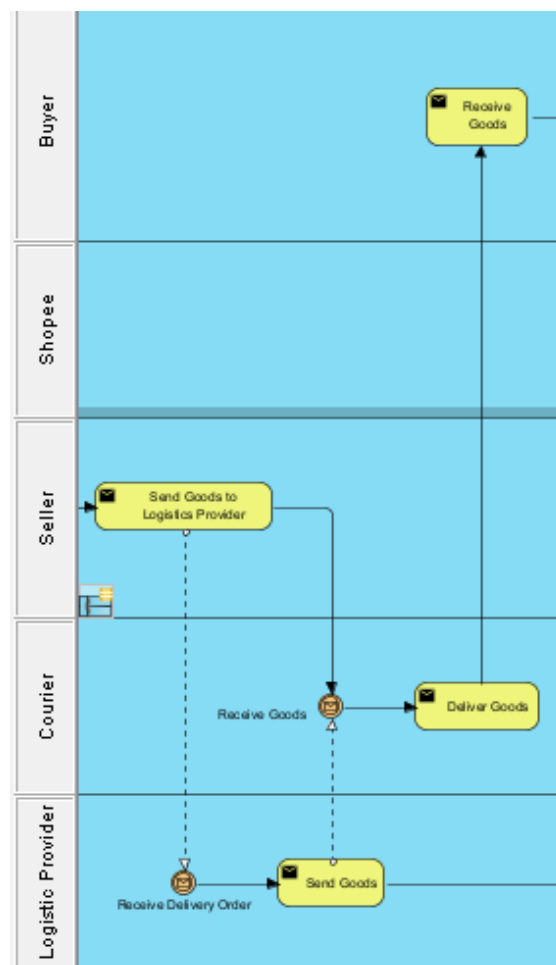


Figure 5.12 Model Process of Send Product

Figure 5.12 is the Model Process after the seller has sent the product to the logistics provider, the logistics will give the product to the courier to be sent on the way. After the courier has successfully delivered the product to the warehouse of the final destination, the product will be moved to the sorting process, where later on will be taken by the courier to be sent to the final destination of the customer. The next process is the customer will receive the product.

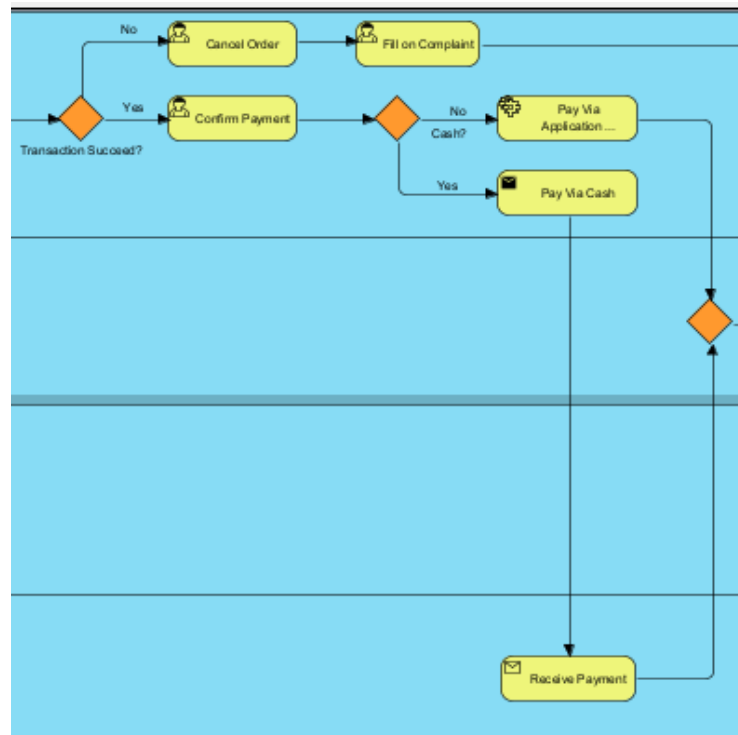


Figure 5.13 The Model Process of Products Received

Figure 5.13 is the Model Process of Customers who received the products. At this stage of the process, the customer will check and decide whether the product is matched the description or not. If “Yes” the customer will confirm that the transaction is successful and pay the transactions with cash because the customer chooses the payment method of Cash on Delivery (COD). If the product is rejected by the customer, then the customer could receive the product first and fill out the complaint form to ask for a return. If the seller is agreed with the complaint form, then the customer could proceed to return the product to the seller.

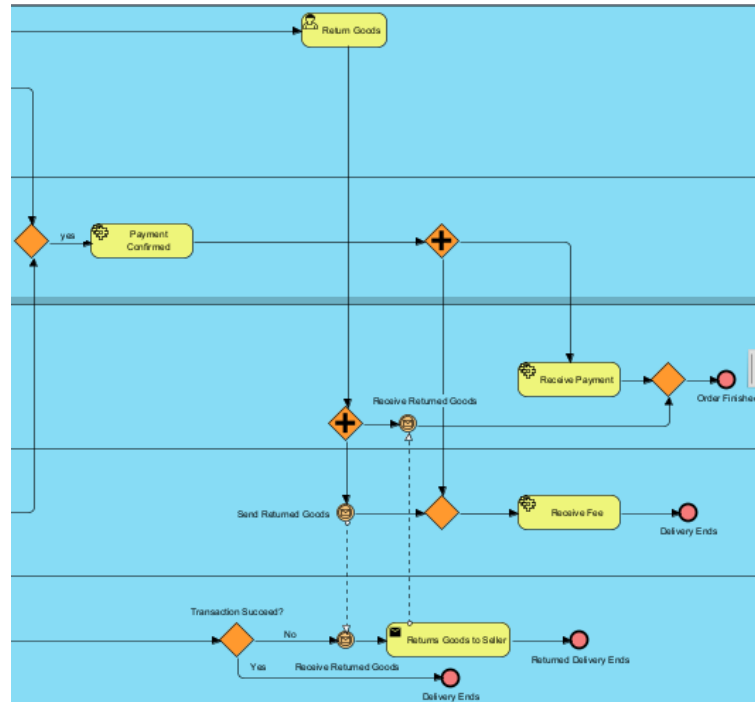


Figure 5.14 Payment Confirmation and Receive Payment

Figure 5.14 is the Model Process of Payment confirmation by Shopee. After the delivery process is done, Shopee will confirm the payment by the customer. Because in this case, the researcher uses Shopee COD as the payment method. Therefore, the Shopee will be sent the money to the seller after the customer is confirmed that the product arrives and all of the transactions are done. The seller in Shopee could also withdraw the money at the end of the month.

5.2.2 The Analysis of Business Process Model Notation Simulation Results

The simulation process is done to know the statistics of the Business Process Model Notation from Shopee. The simulation result is used to analyze the resource consumption, which helps the researcher to improve the process. The Charts from the simulation results are mentioned as follows:

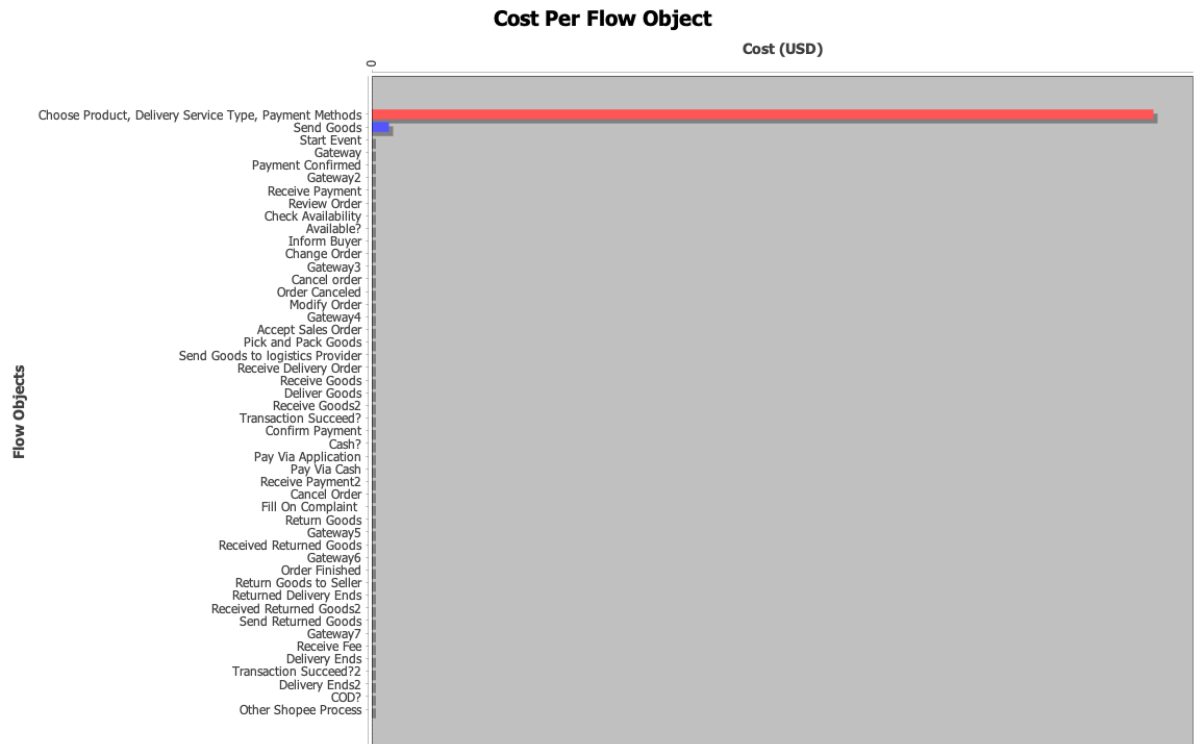


Figure 5.15 Cost Per Flow Object Analysis

The Cost Per Flow Objects given the information from the simulation process. In the simulation process, the researcher filled out that the 38 respondents from 42 respondents were successful in doing the purchasing process with Shopee Cash on Delivery (COD) payment methods which mean 90.4% were success to do the transactions. In this scenario, the researcher set up every person who purchases a product that costs \$13. From the scenario, the simulation result shows that the respondent who succeed in doing the transaction is high, with a percentage of 90.4% or 38 respondents.

Cost Per Scenario				
Scenario Name	Number Of Instance	Cost Per Instance (USD)	Total (USD)	
1 Shopee Transaction Success	38	13	494	
2 Shopee COD Transaction Success4	4	16	64	

Figure 5.16 Cost Per Scenario Charts

The Cost Per Scenario Charts is given the information of the scenario name, number of instances, cost per instance, and total cost of all transactions. From the scenario in this simulation, the researcher uses 2 scenarios where the first scenario is the Transaction success with COD payment, and the second scenario is the customer's choice to Return Goods. The number instance shows 38 people success with COD payment and 4 people have Return Goods. The cost for 1 person in this transaction is \$13 or IDR. 185.000,00. If the customer chooses to return goods, the customer does not have to pay for the process. For the total cost of all processes of 42 respondents, the simulation result shows that it cost \$494 or IDR. 7,056,888.80 from the start until the received fee. The only process the customer has to pay is only for the product itself.

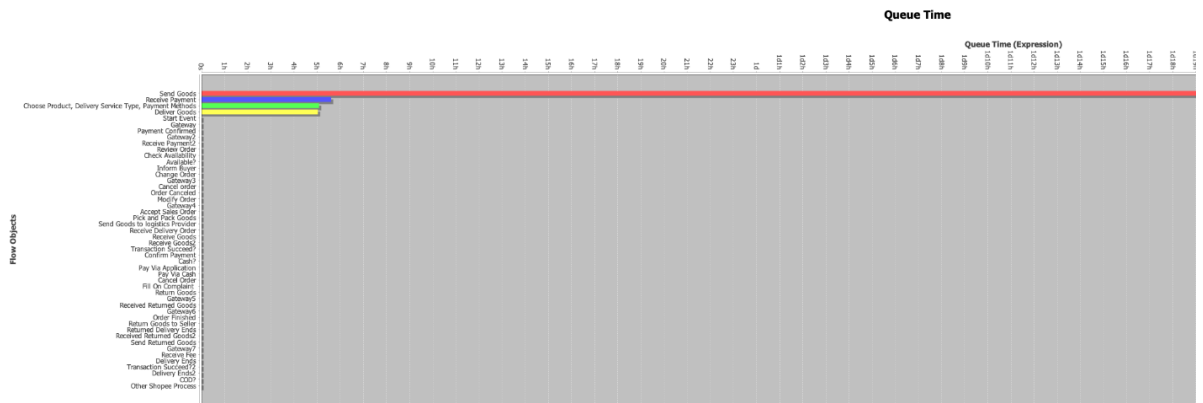


Figure 5.17 Queue Time Chart

From the Queue Time Chart, it is given the information from the simulation results of Send Goods time, Accept Sales Order, Choose Product, Delivery Service Type, Payment Methods, Check availability, Receive Order, Pick and Pack Goods, Send Goods to Provider, and Fill on Complaint. From the simulation result, the Send Goods time takes 3-5 days to finish, Accept Sales Order takes less than 1 day or 1-5 minutes, Choose Product, Delivery Service Type, Payment Methods takes approximately 10-15 minutes to complete, and Send Goods to provider takes 20 minutes from the seller to the provider, the fill on complaint takes approximately 10 minutes for the customer to fill in the form.

From 38 respondents who success in doing the transactions, there are some factors and analyses, to sum up why the other 4 respondents could have received the wrong color, size, or type of the product. The factors are mentioned as follows:

1. The user feels there is too much text and information
 - a) The main page has lots of images and texts
 - b) The app is a little confusing to use at first glance
 - c) The text size is too small
 - d) There are too many recommendations
2. The user is unaware that there are more main icons on the Home Page
 - a) The user never notice that there are more icons
 - b) The bar is too small to notice that there are more main icons
3. The user expects to show the trend in their age group

- a) Trending items are not matched with the user age preferences
- b) The main page shows random stuff for the user
- 4. The user expects to be able to sort search results more efficiently
 - a) It is very hard to look for a particular item
 - b) The products that the user liked before are gone
 - c) The wrong product shows on the search results
 - d) Too many filters on one page
- 5. The user feels less inclined to buy if only a small number of products has been sold
 - a) If the products are “0 sold” then the user does not want to tap, even if the deal looks fine
 - b) Flash deal promo but “0 sold” equal to trust issue or not interesting
 - c) The user only trusts sellers with a selling history and many goods reviews
- 6. The user expects to know how vouchers and coins are actually helpful
 - a) There are too many vouchers, but the user does not know if they are helpful
 - b) The voucher that is usually displayed are expired
 - c) The user does not know if they can use coins to get a lower price as a replacement for vouchers that they cannot use

5.2.3 The Analysis of Service Blueprints on Possible Fail Points

In chapter 4, the researcher discusses about Service Blueprint of Shopee Business process. In Figure 4.32, there are some key points about possible Failure that could be occurred in the process, such as Make Order, Send Goods to Logistics Provider, Send Goods to City Destination, Send Goods by Courier, Pay With Cash, Payment Received. In the process of transactions as the researcher mentioned above, there are some threats that might occur during the process. Therefore, the researcher suggests some recommendations to overcome the threats. The threats and recommendations are mentioned as follows:

- a. Make Order, in Make Order some threats that might occur are the customers might lose internet connection, cause the customers to refresh the page or application.

Another factor is if the product availability is empty, but the product is already ordered. The recommendation that can be proposed here are first, make sure to use mobile data if you are using smartphones while you shop online because this could prevent losing the internet connection rather than using Wi-Fi. If you are using a computer, make sure to have a stable internet connection to prevent refreshing the page when you lose the internet connection. Second, if you are using a smartphone to shop in Shopee, make sure that the application is updated so you will not be having trouble when doing the transaction.

- b. Send Goods to Logistics Provider. In Send Goods to Logistics provider, the researcher found that in this process, the threat that might occur is delay by any kind of condition. The recommendation given for this problem is the seller has to make sure that the product is packed with the standard safety. To make sure that the product is not getting wet during the rainy season, the seller has to put the product inside a carry box if the seller using a motorcycle. Another method is the seller has to provide a car to make the delivery process from the seller to the logistic provider safer.
- c. Send Goods by Courier, in Send Goods by Courier the threat that might occur in the process is Late Delivery. The recommendation for this problem is the courier has to deliver the product based on the time of arrival on the application, not based on mileage between customers or receivers.
- d. Send Goods to City Destination, in Send Goods to City Destination the threats that might occur in the process is the product is broken along the way due to the packaging is not suitable for the product delivered or the packaging simply not fulfilling the standard. The recommendation for this threat is to wrap the product to layers, use wooden packing for fragile items and food, put a warning sticker for the fragile item, and insert a personal message to the package, therefore, the provider will notice the package.
- e. Pay with Cash, the threat that might occur is the customer returns the product without paying. The recommendation for this problem is the courier provide the information for the product return process. The product return process will be explained in the Payment Received process down below.
- f. Payment Received, to prevent the customer from rejecting the product and refusing to pay, Shopee provides guidance for its customer if they find some problem in Cash on Delivery features. First, if the customer wants to confirm re-delivery to the

delivery service, the customer can contact the delivery service based on the contact list that Shopee already provides. Second, if the item is lost/damaged in transit, the customer can view the compensation process on Shopee application or website. Third, if the goods fail to be delivered to the buyer because the buyer cannot be contacted or the buyer refuses to accept the order so that the order is returned to the seller, the buyer and seller do not have to pay for the returning the order because the shipping is provided by Shopee.

CHAPTER VI

CONCLUSION

6.1 Conclusions

For the conclusion of this Undergraduate thesis research, the researcher will answer the questions from the problem formulations. The problem formulations are mentioned as follows:

1. The Business Process of Shopee can be Mapped and Standardized using Business Process Model Notation Design using Visual Paradigm. In Figure 4.33 and Figure 4.34. The researcher designs a BPMN of Shopee using Visual Paradigm. From the design, the researcher identified 5 Lanes. The Lanes are Buyer, Shopee, Seller, Courier, and Logistics Provider. The process of each lane depends on the process. In Buyer Lane, the process is Choose Product, Delivery Service, Payment methods, Change Order, Modify Order, Cancel Order, Receive Goods, Confirm Payment, Pay Via Cash, Pay Via App, Fill on Complaint, and Return Good. In Shopee Lane, the process is Payment Confirmed. In Seller Lane, the process that Seller does is Receive Order, Check Availability, Inform Buyer, Accept Sales Order, Pick and Pack Goods, Send Goods to Logistics Provider and Receive Payment. In Courier Lane, the process that Courier do is Deliver Goods, Receive Payment and Receive Fee. In Logistic Provider Lane, the process is Send Goods and Return Goods to Seller if the customer asked for a Return. After all, processes are defined, the researcher created the BPMN design for Shopee. The result can be seen in Figure 4.33 and Figure 4.34 above.
2. The simulation was conducted based on the data that the researcher had collected using a questionnaire from 42 respondents. Based on the result of the questionnaire, the researcher found that 38 respondents comfortably use Shopee app/website as their place to do the shopping, and 4 people have a problem with the part of their transactions using Shopee Cash on Delivery (COD). From the data that had been collected, the researcher performed a simulation with 2 scenarios that been made. The first one is the 38 respondents from 42 who successfully made the purchase from Shopee and did not find any

problem, therefore, the buyer does not need to proceed with the return process. The second case is the 4 people from 42 respondents who have a problem with the product they purchased. Therefore, the buyer needs to proceed return goods process. From the simulation, the researcher produced some of the charts that can be used as materials for analysis. The results are Completion Charts, Cost Per Flow Object Charts, Cost Per Scenario Charts, Queue Time, Resource Usage, and Time Cost Charts. Based on the Charts produced from the simulation Shopee, the researcher could use the information for the improvement of Shopee, especially in the aspect of Seller and Logistic Providers services that are provided by the third party. The researcher believes that the user is also involved in the aspects where the product sent is not suitable for the product ordered by the customer. The Internet connection, Complex Shopee Interface, and misunderstanding about the payment method provided from Shopee based on customer perspectives could occur as some of the reasons the issues exist.

3. Blueprints helps the e-commerce (Shopee) to discover weaknesses. Poor user experiences are often due to a weak link in the ecosystem. In this research paper the researcher found that the problem that may occurred in Shopee COD process are because of lack of the services that given by the seller and logistic providers. From the analysis, the issues are not always come from the seller and the logistic provider. The user also occurred to do the same mistake because of a lack of focus and other possibilities, for instance, internet connection, Shopee interface, and misunderstanding of the procedure of each payment that Shopee provides. Blueprinting helps Shopee exposes the big picture and offers a map of dependencies which allows a business to discover a weak leak at its roots. Service Blueprint could also help Shopee to identify the opportunities for its optimization. The visualization of relationships in Blueprints uncovers potential improvement and eliminates redundancy. It also helps stakeholders in Shopee to build new and improve on old processes. Most importantly, Blueprinting could help to minimize bottlenecks by setting automation to take control. In Shopee, the stakeholders can minimize bottlenecks by using machine learning; therefore, the system will operate independently.

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Appendix

A.1 Questionnaire of *Pengalaman Pelanggan Tentang Berbelanja di Shopee*

The screenshot shows a Google Forms interface for a questionnaire titled "Pengalaman Pelanggan Tentang Berbelanja di Shopee". The form is set against a light pink background. At the top, there is a header bar with the title, a "Send" button, and a user profile icon. Below the header, the form content is displayed in a white box. The title "Pengalaman Pelanggan Tentang Berbelanja di Shopee" is prominently displayed in a large, bold font. Below the title, there is a greeting in Indonesian: "Assalamualaikum warahmatullahi wabarakatuh..". This is followed by a paragraph introducing the researcher, Raja Irfana, from Universitas Islam Indonesia (UII), and stating the purpose of the research: "Business Process Analysis with Service Blue-Print And Design Thinking Method Using Process Simulation" at Shopee Indonesia. The form also includes a statement that the questionnaire is open to the public and a closing message expressing gratitude and providing contact information. At the bottom of the form, there is a text input field labeled "Nama" with a red asterisk indicating it is a required field. The form is currently in the "Questions" tab, and there are 42 responses recorded.

Pengalaman Pelanggan Tentang Berbelanja di Shopee

Assalamualaikum warahmatullahi wabarakatuh..

Perkenalkan saya Raja Irfana dari Universitas Islam Indonesia (UII) jurusan Teknik Industri Program International (IP) 2017 sedang melakukan penelitian tentang "Business Process Analysis with Service Blue-Print And Design Thinking Method Using Process Simulation" at Shopee Indonesia. Dengan ini Kuesioner ini saya buat dengan tujuan untuk mengetahui Customer Experience dalam menggunakan Aplikasi Shopee dalam kegiatan berbelanja.

"Kuesioner ini terbuka untuk umum"

Terima kasih banyak saya ucapkan atas ketersediaannya, apabila ada pertanyaan terkait penelitian saya bisa menghubungi saya melalui 082110991758

Wassalamualaikum Warahmatullahi wabarakatuh

Nama *

Short-answer text

A.2 The Question in The Questionnaire from Google Forms (1)

Pengalaman Pelanggan Tentang Berbelanja di Shopee

Questions Responses 42 Settings

Nama *
Short-answer text

Umur *
Short-answer text

Barang apa yang anda beli di Shopee *

- ☐ Elektronik
- ☐ Komputer & Aksesoris
- ☐ Handphone & Aksesoris
- ☐ Makanan & Minuman
- ☐ Perawatan & Kecantikan
- ☐ Perlengkapan Rumah
- ☐ Pakaian Pria

A.3 The Question in The Questionnaire from Google Forms (2)

Pengalaman Pelanggan Tentang Berbelanja di Shopee

Questions Responses 42 Settings

Berapa rata-rata waktu yang anda habiskan berbelanja di shopee? *

- ☐ 10 - 15 Menit
- ☐ 15 - 20 Menit
- ☐ 20 - 30 Menit
- ☐ 30 - 60 Menit
- ☐ 60 - 90 Menit

Berapa lama waktu yang dibutuhkan agar barang sampai di tujuan ketika anda berbelanja? *

- ☐ 1 - 2 Hari
- ☐ 2 - 3 Hari
- ☐ 3 - 4 Hari
- ☐ 4 - 5 Hari
- ☐ 5 - 7 Hari
- ☐ 7 - 10 Hari

A.4 The Question in The Questionnaire from Google Forms (3)

Pengalaman Pelanggan Tentang Berbelanja di Shopee

Questions Responses 42 Settings

Berapa total biaya yang dikeluarkan untuk anda berbelanja di shopee? *

Jika total belanja anda diatas 1,000,000 IDR, Anda dapat mengisi opsi lain dengan nilai sesuai barang belanja anda.

☐ 15,000 - 30,000 IDR
☐ 30,000 - 50,000 IDR
☐ 50,000 - 100,000 IDR
☐ 100,000 - 300,000 IDR
☐ 300,000 - 500,000 IDR
☐ 500,000 - 700,000 IDR
☐ 700,000 - 1,000,000 IDR
☐ Other...

Penilaian Tingkat Kepentingan dan Kenyamanan

Pada tahap ini, akan diketahui sejauh mana pembeli merasa puas dengan layanan yang diberikan oleh Laboratorium Shopee. Penilaian akan terdiri dari tingkat kepentingan dan kenyamanan. Tingkat kenyamanan mengacu pada nyaman atau tidaknya pembeli dengan layanan yang tersedia, sedangkan tingkat kepentingan mengacu pada penting atau tidaknya item tersebut ada pada layanan yang diberikan oleh pihak Shopee.

Skala Perhitungan Kepentingan dan Kenyamanan yang digunakan dalam kuesioner ini ialah skala likert dengan keterangan sebagai berikut :

A.5 The Question in The Questionnaire from Google Forms (4)

Pengalaman Pelanggan Tentang Berbelanja di Shopee

Questions Responses 42 Settings

Seberapa sering anda berbelanja di shopee? *

Indikator 1 menunjukkan Sangat Tidak Sering dan Indikator 5 menunjukkan Sangat Sering.

Sangat Tidak Sering 1 2 3 4 5 Sangat Sering
☐ ☐ ☐ ☐ ☐

Seberapa nyaman anda berbelanja di shopee? *

Indikator 1 menunjukkan Sangat Tidak Nyaman dan Indikator 5 menunjukkan Sangat Nyaman.

Sangat Tidak Nyaman 1 2 3 4 5 Sangat Nyaman
☐ ☐ ☐ ☐ ☐

Seberapa sering anda menggunakan fitur Shopee COD? *

Indikator 1 menunjukkan Sangat Tidak Sering dan Indikator 5 menunjukkan Sangat Sering.

Sangat Tidak Sering 1 2 3 4 5 Sangat Sering
☐ ☐ ☐ ☐ ☐

A.6 The Question in The Questionnaire from Google Forms (5)

Pengalaman Pelanggan Tentang Berbelanja di Shopee

Questions Responses 42 Settings

Apakah anda menggunakan fitur Cash On Delivery (COD)? *

☐ Ya

☐ Tidak

Apakah anda pernah mendapati masalah menggunakan fitur COD? *

☐ Ya

☐ Tidak

Apa yang anda lakukan jika barang yang dikirim tidak sesuai? *

Short-answer text

Apakah proses pengembalian barang termasuk sulit untuk dilakukan? *

Jika Ya, Jelaskan.

Short-answer text

A.7 The Question in The Questionnaire from Google Forms (6)

Pengalaman Pelanggan Tentang Berbelanja di Shopee

Questions Responses 42 Settings

Apa yang anda lakukan jika barang yang dikirim tidak sesuai? *

Short-answer text

Apakah proses pengembalian barang termasuk sulit untuk dilakukan? *

Jika Ya, Jelaskan.

Short-answer text

Jasa pengiriman apa yang sering anda gunakan untuk Shopee COD? *

☐ J&T Express

☐ Shopee Express

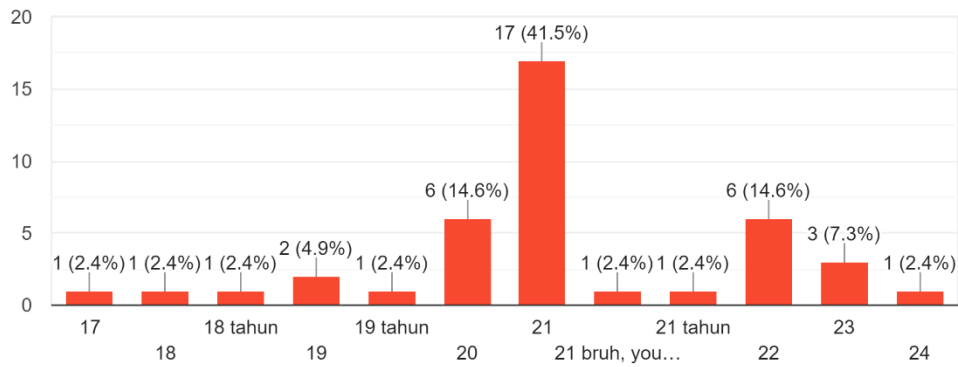
☐ Standar Express

☐ ID Express

B.1 The result of Age average from the questionnaire

Umur

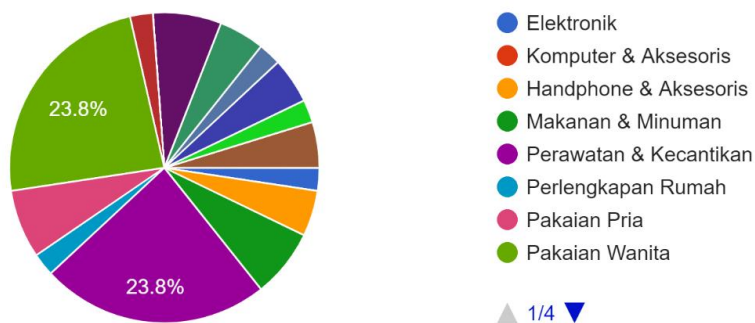
41 responses



B.2 The result of What item do you buy on Shopee

Barang apa yang anda beli di Shopee

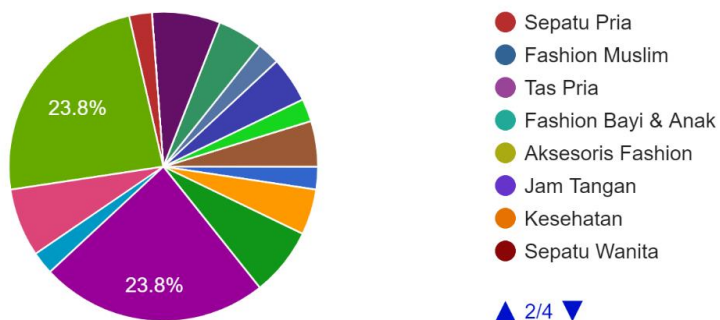
42 responses



B.3 The result of What item do you buy on Shopee (2)

Barang apa yang anda beli di Shopee

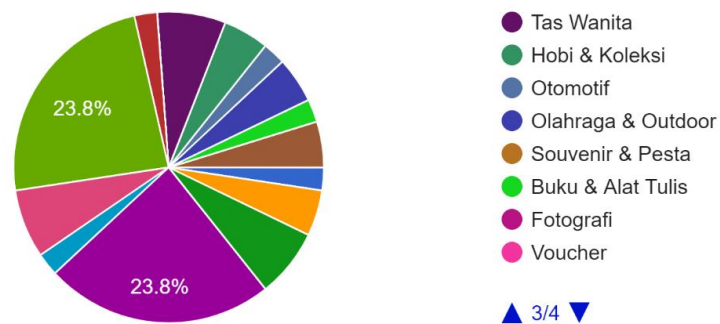
42 responses



B.4 The result of What item do you buy on Shopee (3)

Barang apa yang anda beli di Shopee

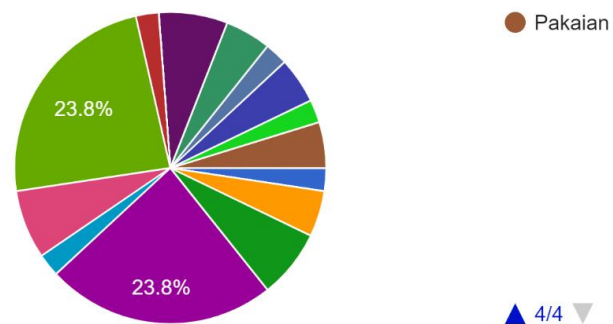
42 responses



B.5 The result of What item do you buy on Shopee (4)

Barang apa yang anda beli di Shopee

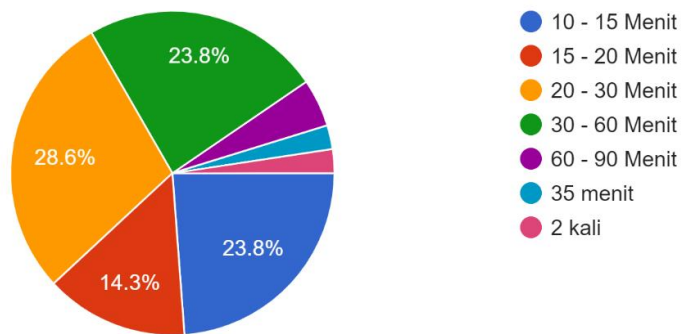
42 responses



B.6 The result of How much time do you spend in Shopee on average

Berapa rata-rata waktu yang anda habiskan berbelanja di shopee?

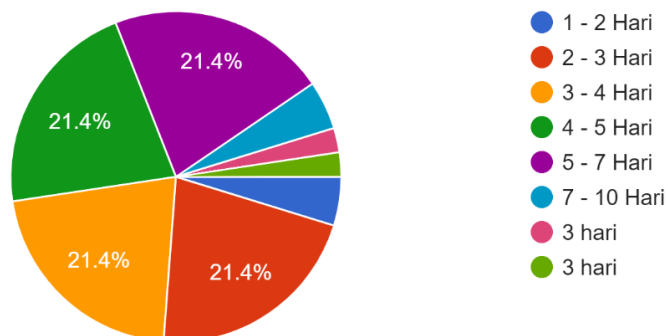
42 responses



B.7 The result of How long does it take for the goods to be arrive

Berapa lama waktu yang dibutuhkan agar barang sampai di tujuan ketika anda berbelanja?

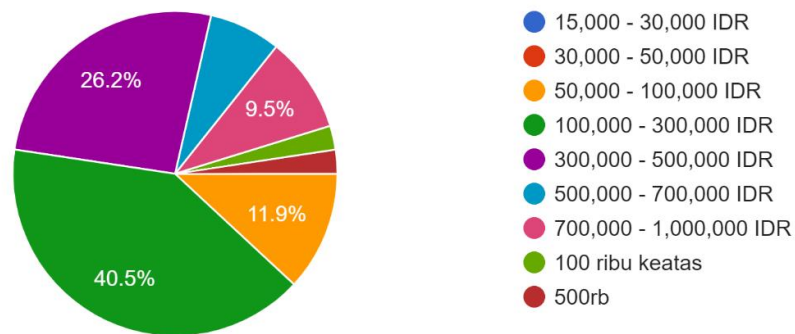
42 responses



B.8 The result of How much does it cost you to shop in Shopee

Berapa total biaya yang dikeluarkan untuk anda berbelanja di shopee?

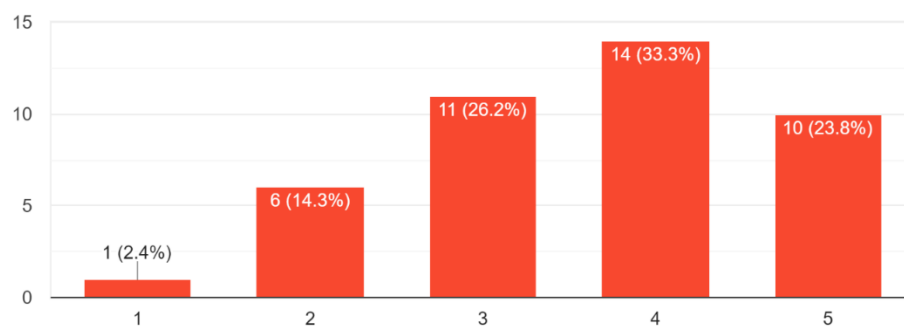
42 responses



B.9 The result of How often do you shop at Shopee

Seberapa sering anda berbelanja di shopee?

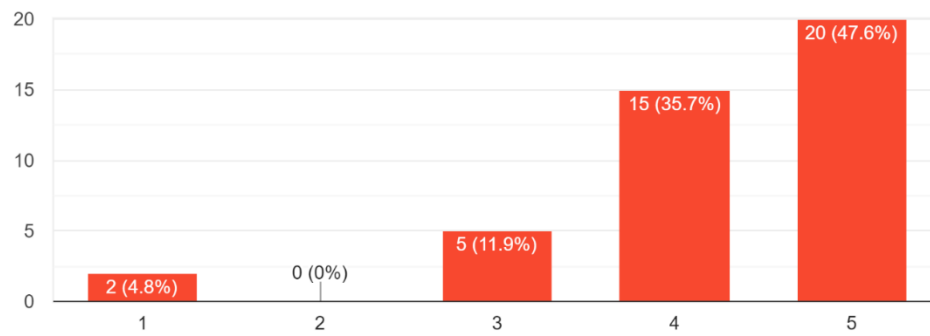
42 responses



B.10 The result of How comfortable are you shopping at Shopee

Seberapa nyaman anda berbelanja di shopee?

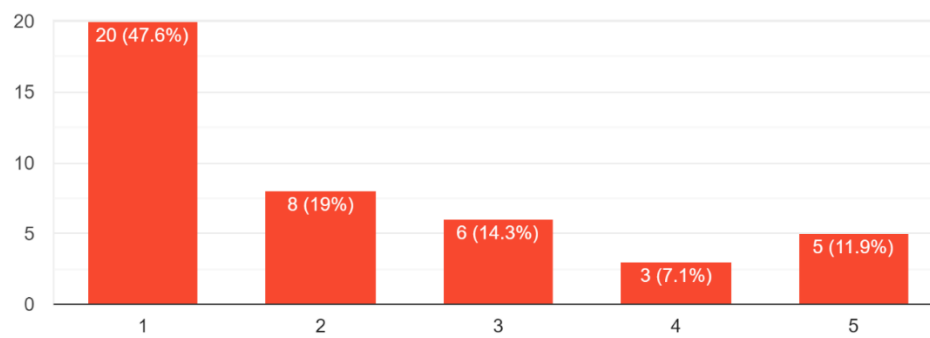
42 responses



B.11 The result of How often do you use the Shopee COD feature

Seberapa sering anda menggunakan fitur Shopee COD?

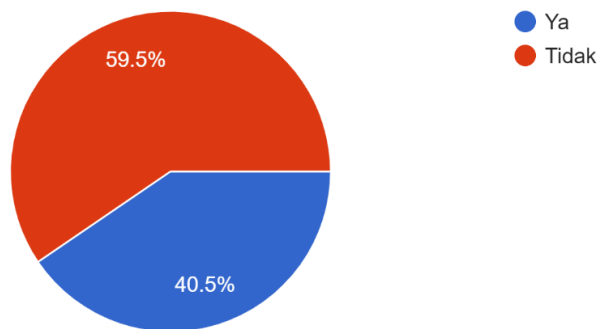
42 responses



B.12 The result of Do you use the Cash on Delivery (COD) feature

Apakah anda menggunakan fitur Cash On Delivery (COD)?

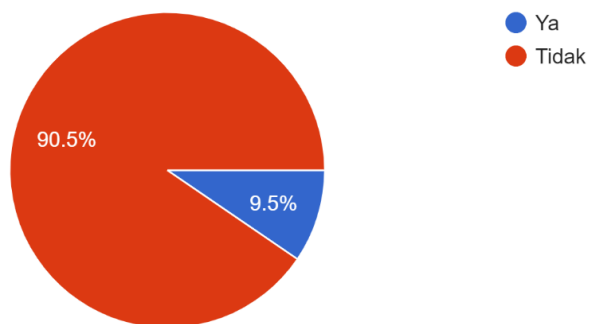
42 responses



B.13 The result of Have you ever had problems using the COD feature

Apakah anda pernah mendapati masalah menggunakan fitur COD?

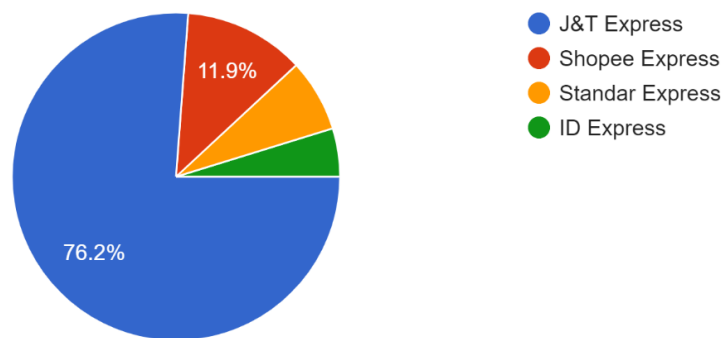
42 responses



B.14 The result of What delivery service do you often use for Shopee COD

Jasa pengiriman apa yang sering anda gunakan untuk Shopee COD?

42 responses



C.1 The Transcript Interview of Shopee's seller

THE TRANSCRIPTION OF THE INTERVIEW (INDONESIAN)

- 1) Name : Retno Dyah
Sex : Female
Age : 21 Years Old
Status in Shopee : Owner of Dikadoin.dong

The transcript:

[00:00:06.400]

[Raja] Assalamualaikum warahmatullahi wabarakatuh.

[Eno] Waalaikumsalam warahmatullahi wabarakatuh.

[Raja] Terima kasih sebelumnya sudah berpartisipasi dalam interview ini.

[Raja] Disini nanti aku akan nanya beberapa hal secara singkat saja tanggapan eno tentang Business Process yang sudah aku design.

[Raja] Berhubung tadi license softwrenya sudah habis, jadi nanti aku bakal tunjukin screenshotnya aja ya.

[Raja] By the way, Eno sudah berapa lama berjualan di Shopee?

[00:01:08.200]

[Eno] Berapa lamanya itu dari bulan Juni si mas berarti dari Juni sampai September dan Oktober sudah 4 bulan. Untuk produknya itu ada 2 jenis. Pertama bucket bunga dan kedua itu ada paket bucket bunga lengkap dengan snack dan hiasannya dan kita juga ada gift box juga tergantung request.

[Raja] Nah kalo Shopee itu sendiri kan ada beberapa metode pembayaran nih contohnya seperti debit, cash on delivery, dan transfer bank. Membahas tentang metode pembayaran shopee cash on delivery belakangan ini sering terjadi masalah di pihak cutomernya karena produk yang datang tidak sesuai yang mereka pesan sehingga pembeli tidak mau membayar.

[00:02:06.500]

[Raja] Nah, bagaimana tanggapan eno terhadap peristiwa ini?

[Eno] Tentang metode cash on delivery ini untuk eno sendiri itu tidak mengaktifkan metode cash on delivery karena resiko dari metode pembayaran cash on delivery ini sangat tinggi ya untuk penjual. Menurut eno metode pembayaran cash on delivery ini

juga ada positifnya juga karena dapat membantu pembeli yang tidak punya rekening bank jadi cash on delivery ini ada negative dan positifnya juga.

[Raja] Baik, sekarang aku coba nunjukkin business process yang sudah aku design ya dan bagaimana pendapat eno tentang design ini?

[Raja] Shows the BPMN design*

[00:06:21.500]

[Eno] Iyasih, secara umum sudah sesuai.

[00:06:28.100]

[Raja] Ok, kalau menurut eno gimana sih harapannya kedepan. Apakah dari eno mengharapkan fitur baru dari Shopee agar lebih leluasa ataupun mudah dalam penjualannya.

[Eno] Sejauh ini fitur-fitur yang disediakan Shopee sudah cukup sih mas.

[Raja] Ok, terima kasih banyak ya eno atas ketersediaanya dalam interview ini. Sukses terus usahanya.

- 2) Name : Yunita
Sex : Female
Age : 21 Years Old
Status in Shopee : Owner of Koreakeun.yk

The transcript:

[00:00:06.400]

[Raja] Terima kasih Yunita sudah mau berpartisipasi sebagai responden saya di penelitian ini. Jadi nanti saya akan menanyakan beberapa pertanyaan sederhana saja tentang Shopee dan menanyakan bagaimana tanggapan Yunita tentang business process yang sudah saya design untuk Shopee. Apakah sudah sesuai dengan yang Yunita jalani selama berjualan di Shopee atau belum.

[00:01:08.200]

[Yunita] Oke, jadi kalau buka lapak di Shopee sebenarnya belum lama sih. Kalau ditanya berapa lamanya itu dari bulan Maret tahun ini.

[Raja] Kalau boleh tau ini Yunita jualan apa di Shopee?

[Yunita] Di Shopee saya jualan frozen food kayak makanan korea gitu tapi frozen dan kita jual 2 jenis varian makanan korea.

[00:02:06.500]

[Raja] Selanjutnya, selama berjualan di shopee itu profitnya perbulan bisa sampai angka berapa sih kalo kita boleh tau?

[Yunita] Oh ya, sangat banyak peminat yang beli shopee jadi saya bisa bilang sangat lumayan menguntungkan sih kalau misalnya kayak profit perbulan kita jualan di shopee bisa dari 70% sampai 80% stock barang kita terjual melalui shopee.

[Raja] Ok, bicara tentang shopee COD kan kita tau bahwa metode cash on delivery ini tergolong baru ya di masyarakat. Bagaimana tanggapan yunita terhadap kendala yang shopee hadapi terutama dalam metode payment COD yang sedang terjadi di masyarakat?

[Yunita] Karena di took saya tuh kita tidak mengaktifkan fitur shopee COD jadinya kita gak tau gimana. Tapi saya bisa mengatakan bahwa kalo pakai metode pembayaran yang lain belum pernah ada masalah juga. Untuk kejadian yang kemarin tentang shopee COD cukup mengerikan ya tapi untungnya kita tidak berimbas.

[00:06:21.500]

[Raja] Baik, sekarang aku coba nunjukkin business process yang sudah aku design ya dan bagaimana pendapat eno tentang design ini?

[Raja] Shows the BPMN design*

[00:06:28.100]

[Yunita] hm, kalo menurut saya sih ini sudah umum prosesnya tapi kalo untuk cashout dari shopee itu kita dapat duitnya sehabis si pembeli menerima barang yang mereka pesan. Nah nanti duitnya baru masuk ke akun penjual di shopee.

[Raja] Ok, terima kasih Yunita sudah mau berbagi pengalamannya berjualan di shopee dan mau menjadi responden dalam penelitian saya.

[Yunita] Baik, sama-sama mas raja.

- 3) Name : Jihan
Sex : Female
Age : 21 Years Old
Status in Shopee : Seller of Korean Pop Music Merchandise
The Transcript:

[00:00:06.400]

[Raja] Terima kasih Yunita sudah mau berpartisipasi sebagai responden saya di penelitian ini. Jadi nanti saya akan menanyakan beberapa pertanyaan sederhana saja tentang Shopee dan menanyakan bagaimana tanggapan Yunita tentang business process yang sudah saya design untuk Shopee. Apakah sudah sesuai dengan yang Yunita jalani selama berjualan di Shopee atau belum.

[00:01:08.200]

[Yunita] Oke, jadi kalau buka lapak di Shopee sebenarnya belum lama sih. Kalau ditanya berapa lamanya itu dari bulan Maret tahun ini.

[Raja] Kalau boleh tau ini Yunita jualan apa di Shopee?

[Yunita] Di Shopee saya jualan frozen food kayak makanan Korea gitu tapi frozen dan kita jual 2 jenis varian makanan Korea.

[00:02:06.500]

[Raja] Selanjutnya, selama berjualan di Shopee itu profitnya perbulan bisa sampai angka berapa sih kalau kita boleh tau?

[Yunita] Oh ya, sangat banyak peminat yang beli Shopee jadi saya bisa bilang sangat lumayan menguntungkan sih kalau misalnya kayak profit perbulan kita jualan di Shopee bisa dari 70% sampai 80% stock barang kita terjual melalui Shopee.

[Raja] Ok, bicara tentang Shopee COD kan kita tau bahwa metode cash on delivery ini tergolong baru ya di masyarakat. Bagaimana tanggapan Yunita terhadap kendala yang Shopee hadapi terutama dalam metode payment COD yang sedang terjadi di masyarakat?

[Yunita] Karena di took saya tuh kita tidak mengaktifkan fitur Shopee COD jadi kita gak tau gimana. Tapi saya bisa mengatakan bahwa kalau pakai metode pembayaran yang lain belum pernah ada masalah juga. Untuk kejadian yang kemarin tentang Shopee COD cukup mengerikan ya tapi untungnya kita tidak berimbas.

[00:06:21.500]

[Raja] Baik, sekarang aku coba nunjukin business process yang sudah aku design ya dan bagaimana pendapat eno tentang design ini?

[Raja] Shows the BPMN design*

[00:06:28.100]

[Yunita] hm, kalo menurut saya sih ini sudah umum prosesnya tapi kalo untuk cashout dari shopee itu kita dapat duitnya sehabis si pembeli menerima barang yang mereka pesan. Nah nanti duitnya baru masuk ke akun penjual di shopee.

[Raja] Ok, terima kasih Yunita sudah mau berbagi pengalamannya berjualan di shopee dan mau menjadi responden dalam penelitian saya.

[Yunita] Baik, sama-sama mas raja.