

ABSTRAK

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Title : The Impact of E-commerce Towards the Business
Performance of Aneka Bangunan Jaya

This research aims to determine the impact of e-commerce on business performance. The method used in this study is a qualitative method that will compare the sales of Aneka Bangunan Jaya stores that is selling through e-commerce compare to Putra Jaya stores that sell in conventional way. This research will conduct documentation, interviews with the owner of the Putra Jaya shop, and the life history of the owner of Aneka Bangunan Jaya. The results also explain that there are 6 e-commerce factors related to business performance, namely product, place, delivery method, reviews, service, and promotion. The results of the study state that these 6 factors are important factors for both offline and online sellers but have different methods. In addition, the research also shows that e-commerce has a positive impact on Aneka Bangunan Jaya because it will continuously increase sales over time in accordance with the buying interest of customers who have experienced a change towards online and there is changing in buying pattern. Researchers also recommend offline sellers to be able to start moving into online sales because in the future online businesses using e-commerce will further improve business performance and be more profitable than offline sales. In addition, the researcher also provides suggestions for Aneka Bangunan Jaya in order to further improve the sales and business performance in e-commerce of Aneka Bangunan Jaya's.

Keyword : Business Performance, E-Commerce, Sales, Elements of E-Commerce, Aneka Bangunan Jaya