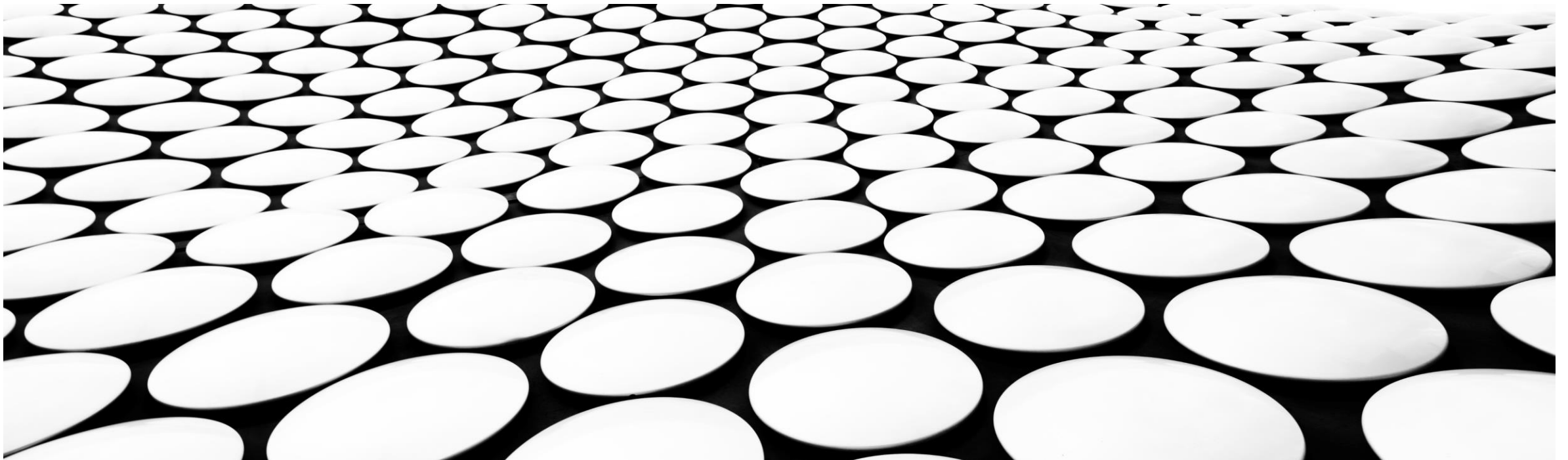

PERSAINGAN USAHA DI PLATFORM ONLINE – TINJAUAN AKADEMIS DAN EMPIRIS

DR (CAND) ANNA AMALYAH AGUS, DEPARTEMEN ILMU MANAJEMEN ,FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS INDONESIA



PROFIL : DR (CAND) ANNA AMALYAH AGUS, SE, MBA, CFP

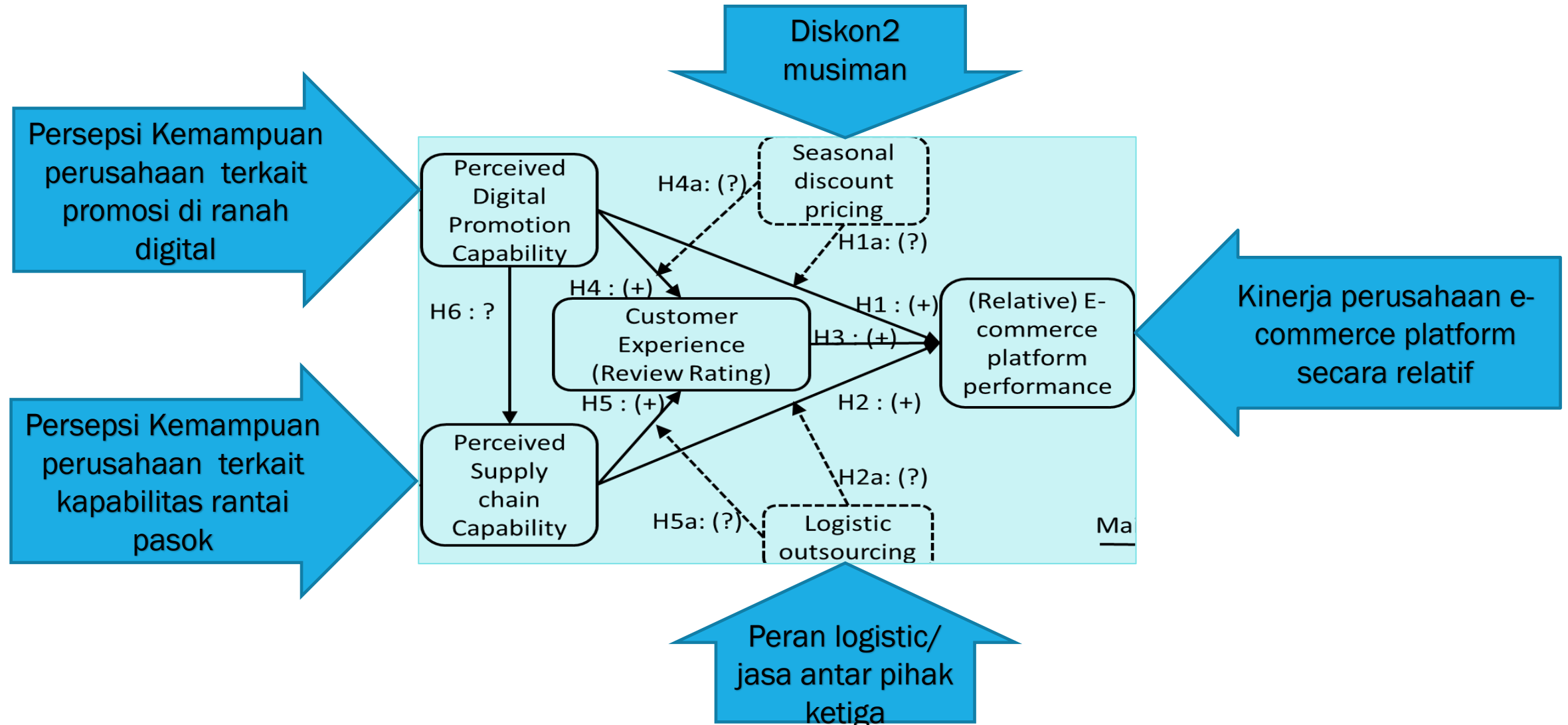
- Dosen tetap dan Peneliti, Fakultas Ekonomi dan Bisnis, Departemen Ilmu Manajemen, Universitas Indonesia
- S1 : Sarjana Ekonomi (Manajemen Keuangan), FE(B) – Universitas Indonesia
- S2 : MBA, Rotterdam School of Management (Manajemen Pemasaran), Erasmus University, the Netherlands
- S3 : Dr (Cand), Sekolah Bisnis dan Manajemen, ITB
 - Disertasi : **DEVELOPING A CONCEPTUAL FRAMEWORK OF E-COMMERCE PLATFORM ECOSYSTEM WITH STRATEGIC MANAGEMENT POINT OF VIEW – CASE STUDY OF INDONESIA**
- 2019 & 2018, Best Advisor Award, World Asian Case Competition, Academy of Asian Business, South Korea



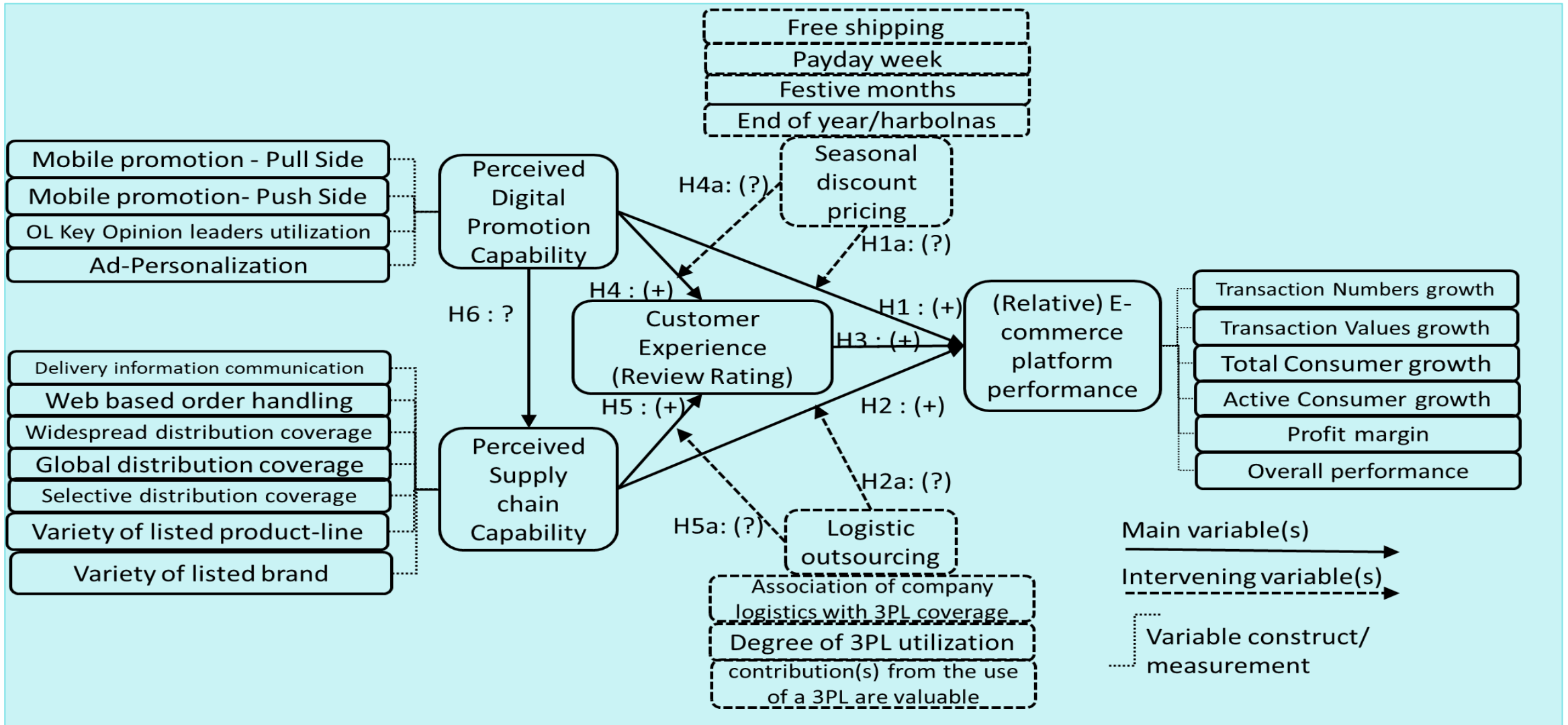
PUBLIKASI TERKAIT E- COMMERCE & PLATFORM ON- LINE 2 TAHUN TERAKHIR

1. 2020, E-commerce Platform Performance, Digital Marketing and Supply Chain Capabilities. International Research Journal of Business Studies, Main writer 2020, The Effect of Perceived Value and Mobile Game Loyalty on In-app Purchase Intention in Mobile Game in Indonesia (case study: Mobile Legend and Love Nikki), co-writer, Asean Marketing Journal, June 2020
2. 2020, Intervariable influence Analysis of Hierarchy of Effect (HOE) model in Cross Border E-commerce (case study:Shopee&Lazada), co-writer 13th ICBMR conference
3. 2020, The Effect of channel Characteristics on Millenial Moms Purchasing Behavior on Baby product, IC2IE conference–IEEE Xplore Scopus indexed conference, co-writer
4. 2020, The Effect of Product Recommendation in Youtube to Consumer Impulsive Buying of Smartphone Product, IC2IE conference – IEEE Xplore Scopus indexed conference, co-writer
5. 2020, Product Cognition, Platform Emotion, Behavior Intention, and Actual Behavior Stage in Cross Border E-commerce, IC2IE conference – IEEE Xplore Scopus indexed conference, co-writer
6. 2020, E-Service and Logistic Service Quality in E-commerce, Study case: Shopee Indonesia, IC2IE conference – IEEE Xplore Scopus indexed conference, co-writer
7. 2020, The Effect of Perceived Value and mobile Game Loyalty on Mobile Game’s In-App Purchase Intention, IC2IE conference – IEEE Xplore Scopus indexed conference, co-writer
8. 2020, Analysis of Homophily, Emotional Attachment and Expertise towards Vloggers’ Popularity and Viewers Purchasing Decision in Beauty Products Industry, IC2IE conference – IEEE Xplore Scopus indexed, co-writer
9. 2019, Digital publisher, advertising media agency and mobile exchange triadic interaction: Digital marketing service supply chain landscape in Indonesia, 2nd International conference of computer and informatics engineering (IEEE conference published by Scopus), main writer
10. 2019, Online purchase behavior analysis on Indonesian local women apparel brand: a study through online brand experience, information adoption, 2nd International conference of computer and informatics engineering (IEEE conference published by Scopus), co-writer
11. 2019, The Effect of Ad personalization analysis on intention to click of portable and wearable Electronic products digital advertisement: the moderating role of trust to retailer, 2nd International conference of computer and informatics engineering (IEEE conference, IEEE Xplore indexed by Scopus), co-writer
12. 2019, Analysis of the influence of Instagram account characteristic of Indonesian Beauty Blogger on online consumer purchase intention of beauty and personal care, 2nd International conference of computer and informatics engineering (IEEE conference, IEEE Explore indexed by Scopus), co-writer

E-COMMERCE PLATFORM PERFORMANCE : CERITA YANG PERJALANAN RISET YANG PANJANG TERKAIT EKOSISTEM E-COMMERCE



E-COMMERCE PLATFORM PERFORMANCE : CERITA YANG PERJALANAN RISET YANG PANJANG TERKAIT EKOSISTEM E-COMMERCE



TINJAUAN PERSAINGAN USAHA (1)

- Filosofi : Memberikan ruang kepada seluruh pihak untuk dapat melakukan usaha
- Belum adanya regulasi yang spesifik dari pemerintah
 - Roadmap yang lebih memprioritaskan untuk pertumbuhan
- Sifat bisnis yang merupakan ekosistem
 - Platform transaksi (kartu debit, kartu kredit, shoppee pay, OVO, dsb)
 - 3rd party distribution – last mile distribution (JNE, Si Cepat, Tiki, Gojek, Grab, Lazexpress, Tokopedia distribution, dsb)
 - Suppliers : UKM sd Multinational FMCG

TINJAUAN PERSAINGAN USAHA (2)

- Kapabilitas digital marketing (consumer analytics) :
 - kasus RIP Qlapa.com (platform barang kerajinan) vs big names (Tokopedia, shoppee – SEA group, Bukalapak, Lazada, blibli,)
 - Endorsement & Key opinion leader (Influencers)
- Terkait daya saing (promosi ongkir, promosi musiman dan consumer analytics) produk lokal vs produk-produk Crossborder
 - Apparels (termasuk Cibaduyut vs sepatu impor) – consumer analytics
 - Beauty products, baby/kids product, Household needs – digital/millennial moms
 - Gadgets, Electronics, Hobbies/Specific items – wider options

KONDISI SAAT INI (2020)

- Kinerja: top 2 mencerminkan lebih dari 50% penjualan dalam e-commerce
- Barang-barang yang dijual:
 - Local vs Cross-border
 - Perusahaan besar (exclusive store) vs Pelapak
- Persaingan 3rd party distribution
 - Stream of revenue
- Potensi yang besar dan masih terus bertumbuh
 - Pertumbuhan transaksi Online naik 25% selama pandemi covid 19 (Idea, November 2020)

WAYFORWARD :

KEBIJAKAN SEPERTI APA YANG AKAN DIBERLAKUKAN TERKAIT E-COMMERCE DI INDONESIA?

- Regulasi Promosi besar2an (cash back, ongkos kirim)
 - Keberpihakan terhadap UMKM dan PELAPAK (meningkatkan akses consumer analytics)
 - Kasus klasik Pelarangan jaringan minimart untuk melindungi Mom&pop stores di DIY & Padang- apakah relevan untuk e-commerce platform?
 - Di Yogyakarta & Padang – Dinamika ekosistem e-commerce : Apa yang akan terjadi jika Tokopedia jadi merger dengan Gojek?
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