

Research article

E-commerce Website With Persuasive Elements

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Abstract.

Websites are a form of digital media that is favored because it can reach a wide audience, and the number of users of the internet is constantly increasing. In Indonesia, the number of internet users in 2019 had reached 73.7% of the total population of Indonesia, approximately 196.71 million internet users out of a total of 266.91 million Indonesian people. The website is also used as a medium for electronic transactions (e-commerce websites), to carry out various types of business transactions, in the arena of both goods and services. The purpose of this research was to develop an e-commerce website that was designed using page layouts, text elements, graphic elements, and other elements that can increase the persuasive power of the website. The web development life cycle (WDLC) development model was used, which divides the development stages into five steps, namely: (1) planning; (2) analysis; (3) design and development; (4) testing; and (5) implementation and maintenance. An e-commerce website was produced that comes equipped with persuasive elements. The average score from the assessment by material experts and media experts was 4.71 and 4.70, respectively (both from a scale of 1-5), indicating that the e-commerce website is of high quality.

Keywords: website, e-commerce website, persuasive

1. Introduction

Website is one of the digital media that is widely used as a medium of information, communication, and entertainment media through the internet. It is because website media can reach the target audience on a very wide scale, and the number of internet users is increasing from time to time. Based on the data from a survey conducted by APJII and Polling Indonesia, shows that the level of development of internet users in Indonesia continues to increase, and in 2019 the number reached 73,3% of the total population of Indonesia, which is 196,71 million internet users out of a total of 266,91 million Indonesian population [1].

On its development, the website is also used as a medium for electronic transactions, which are used to carry out various types of business transactions, both in the form of

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goods and services. This website is hereinafter referred to as an e-commerce website [2], which is used to connect producers/companies, consumers, and certain communities that require fast and efficient transaction activities through the website's media. On an e-commerce website, producers/companies will provide complete information on the goods and services that are offered to their potential customers, which are usually displayed in the form of a product catalog. The producers/companies will also serve a media that used for the online transactions through a shopping cart [3]. Furthermore, the website's owner also provides a special page called a landing page [4], which is a page that contains complete and specific information about a particular product or offer. This page is the first page that the prospective consumers will see when visiting the e-commerce website, where the first visit can come from an advertisement posted by the website's owner or from the search results through a search engine.

In this study, an e-commerce website will be designed using page layouts, text elements, graphic elements, and other elements that can increase the persuasive element of the website. The design made will be tested to the real website visitors by bringing the visitors through Google Ads. Thus, it is hoped to get a tested design and give a positive contribution to an e-commerce website.

2. Method

The method used in this research is a development model using the Web Development Life Cycle (WDLC) method, which divides the development stages into five steps, namely, (1) Planning, (2) Analysis, (3) Design and Development, (4) Testing, and (5) Implementation and Maintenance.

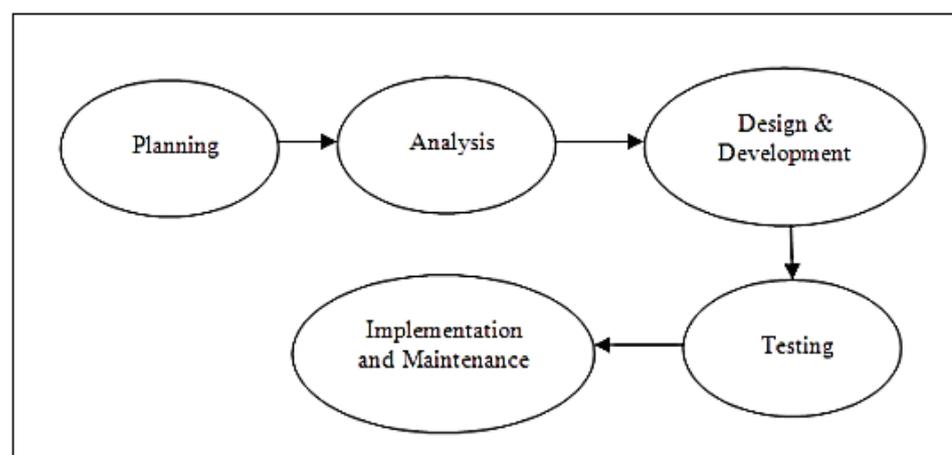


Figure 1: Web Development Life Cycle (WDLC) Method.

3. RESULTS and Discussion

This research produces a product in the form of an e-commerce website that is equipped with a persuasive element. The main function of an e-commerce website is as a place to display all the product that offered/sell to the customers, which are video tutorials, software, and other digital products. Furthermore, this website is also equipped with a system for processing sales transactions by using the shopping cart method, email contact, and ordering via the WhatsApp application. Picture 2 and 3 below are the examples of how the website's main page looks, whose main components are consist of the navigation menu, welcome text addressed to the website visitors, text and icons that contain the benefit of shopping at this store, the newest catalog product, and testimonial from the customers. The persuasive elements added in the main page are (1) text and icons that contain the benefit of shopping at this store which is easy to do a transaction, quality products, various useful features by each product offered, and after-sales service provided by the support team, and (2) testimonials and ratings containing the level of satisfaction given by the customers who have made previous transactions.

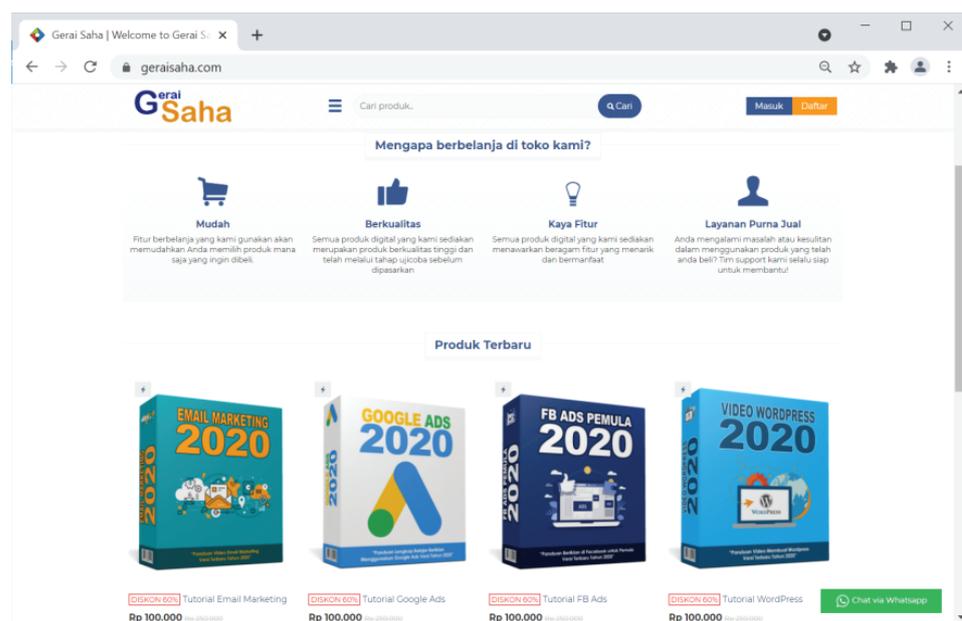


Figure 2: Main Page of the E-commerce Website.

Picture 4 shows an example of a page that containing a complete description of a product, price, category, stock, reviews provided by the buyers, and other information. The persuasive element added to this page is a “strike price” display or a price discount, which aims to give the impression that the price offered is cheaper than it should be. This page also provides a Call To Action button to do a transaction via the WhatsApp

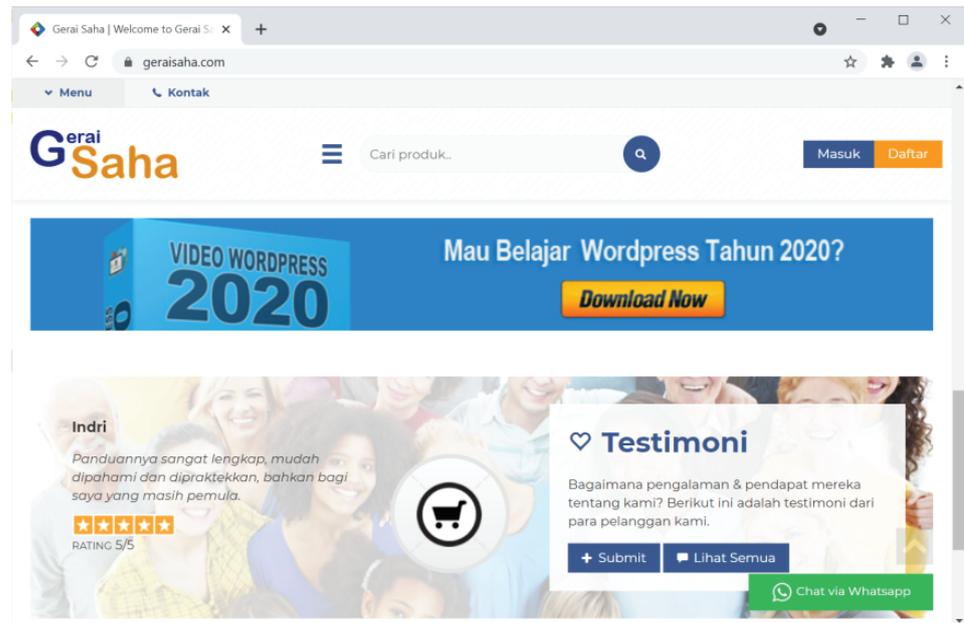


Figure 3: Benefit and Testimonial as One of Persuasive Element in E-commerce Website.

application. If this button is clicked, the system will open the WhatsApp application that has been installed on the buyer's device. An example display can be seen in picture 5.

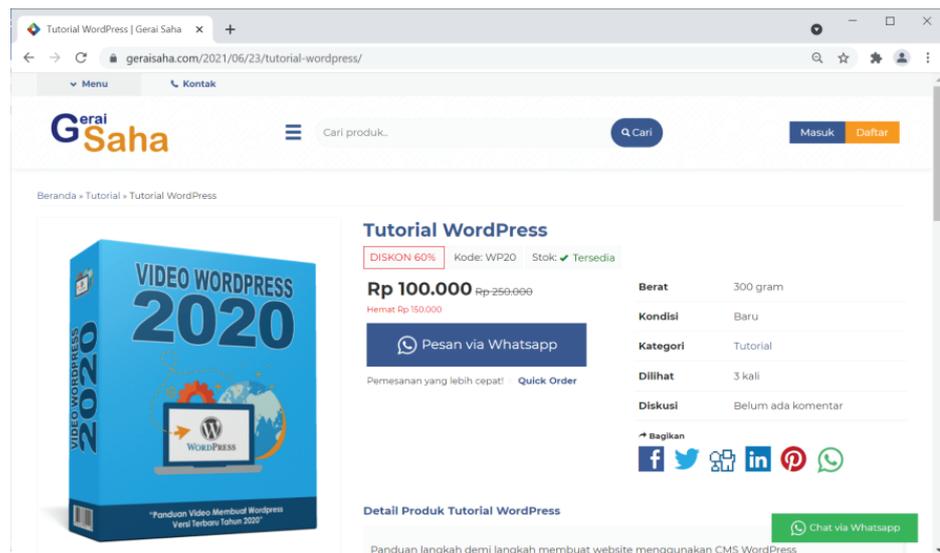


Figure 4: Product Description Page.

After the e-commerce website has been developed, the validation process is carried out to the material expert and media experts. The assessment result from the material experts obtained an average score of 4,71 (from scale 1-5), indicating that the e-commerce website developed has material in a very good category. While the assessment result from media experts obtained an average score of 4,70 (from scale

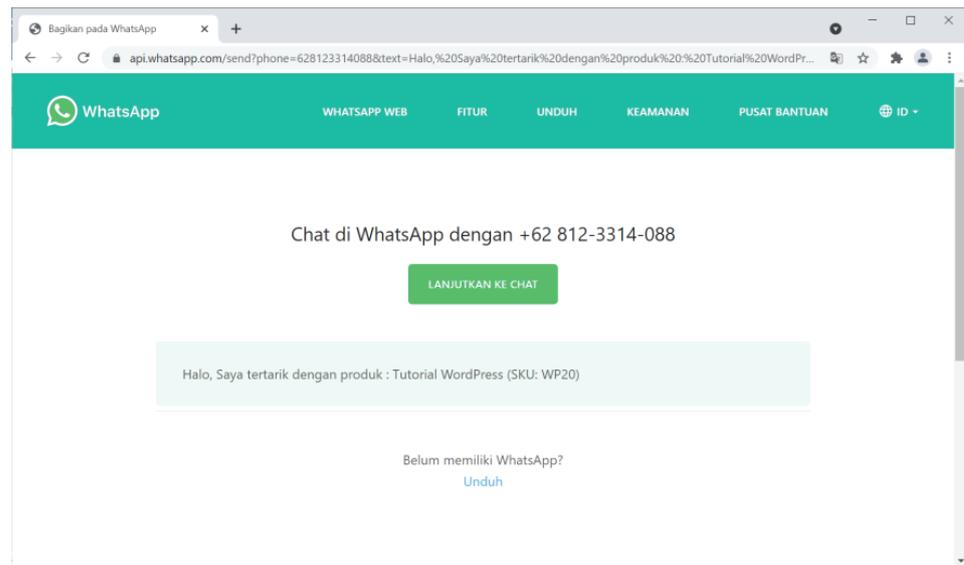


Figure 5: Order Page via the WhatsApp Application.

1-5), indicating that the e-commerce website developed has a very good category in media quality. The result of the complete validation process is presented in table 1 and table 2 below.

TABLE 1: Assessment/Validation Result from Material Experts.

No	Aspect	Grading Points	Score
1	Preliminary	Clarity of directions/navigation	5
		Ease and understanding	5
2	Contents	Conformity to the target	5
		Clarity of the language used	4
		Language suitability with the target user	4
		Clarity of information content	5
		Accuracy of persuasive elements	5
Average Score			4,71
Assessment Criteria			Very Good

4. Conclusions and Suggestions

In this study, an e-commerce website equipped with persuasive elements was produced. The main function of e-commerce websites is a place to display all products offered/sell to the customers, including video tutorials, software, and other digital products. Furthermore, this website is also equipped with a system for processing sales transactions by using the shopping cart method, email contact, and ordering via the WhatsApp

TABLE 2: Assessment/Validation Result from Media Experts.

No	Aspect	Grading Points	Score
1	Design	Ease of use	5
		Suitability of menu/navigation location	5
		Design attractiveness	5
		Colour used attractiveness	4
		Compatibility of font type selection	4
		Text legibility	5
		Layout attractiveness	5
2	Technical	Eas of opening the website	5
		Ease of interacting on the website	4
		Completeness of website components	5
Average Score			4,70
Assessment Criteria			Very Good

application. The assessment result from the material experts obtained an average score of **4,71** (from scale 1-5), indicating that the e-commerce website developed has material in a very good category. While the assessment result from media experts obtained an average score of **4,70** (from scale 1-5), indicating that the e-commerce website developed has a very good category in media quality.

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